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MOTION PICTURE

# EXHIBITOR

OCTOBER 21, 1964

Volume 72

Number 14

IN THREE SECTIONS • THIS IS SECTION ONE



## Co-Op Buying Plan For Small Theatres

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## Allied Kicks Off 1964 Convention

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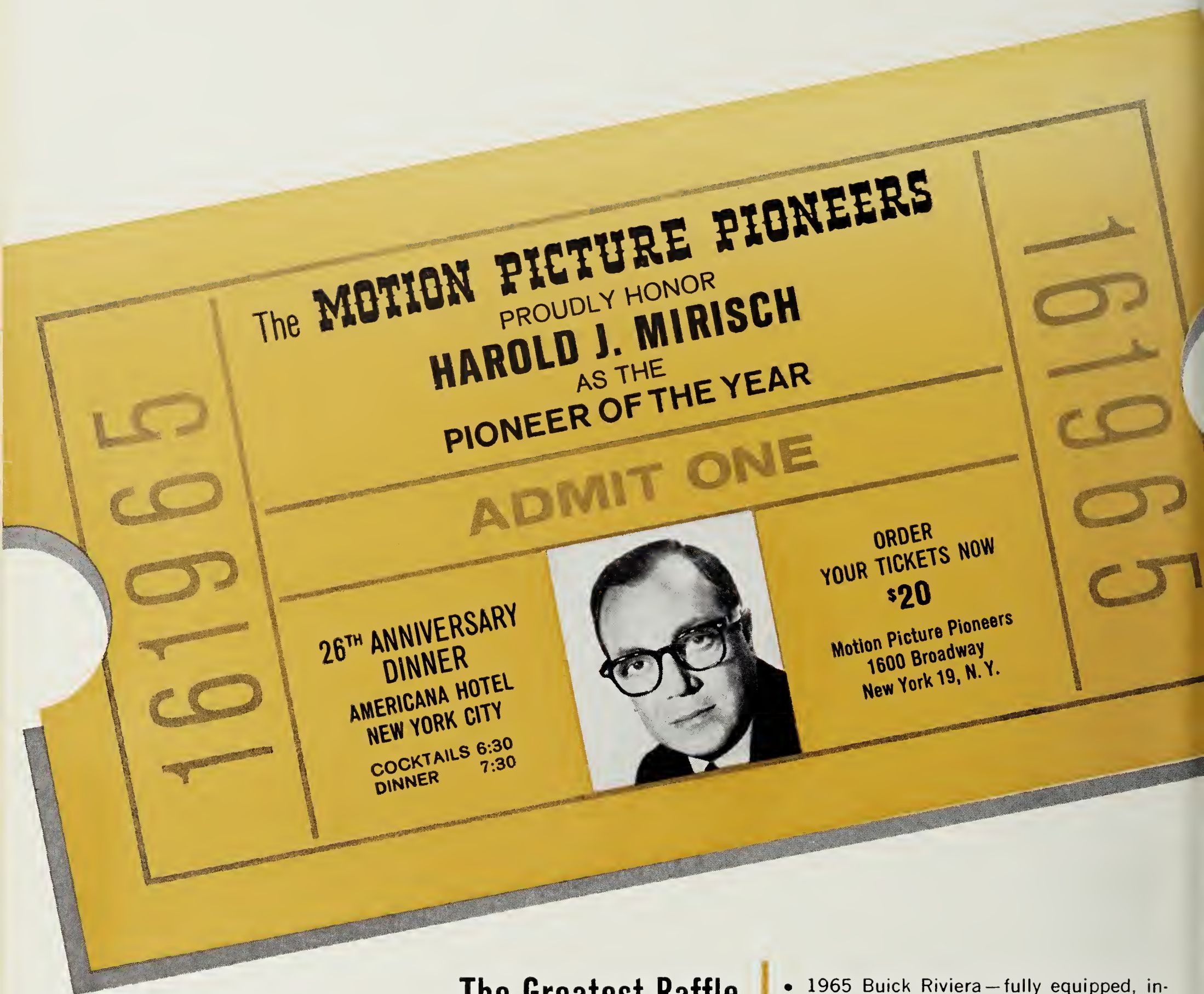


MGM executives Robert H. O'Brien, president (top), and Morris Lefko, vice-president and general sales manager, preparing for the company's 40th anniversary celebration, announced the most ambitious production schedule in MGM history. See story on Page 8.

**NO DOUBLE-TALK FROM THE SENATOR . . .** see editorial—page 3



ON MONDAY, NOVEMBER 23, 1964



**The Greatest Raffle  
In Motion Picture  
Pioneer History!**

**5  
SENSATIONAL  
GRAND PRIZES!**

- 1965 Buick Riviera—fully equipped, including Air-Conditioning.
- Round-trip for two, to Hawaii via United Airline's DC-8 Jet Mainliner featuring its first class Red Carpet service, plus a 7-day all-expense-paid-stay at the Kahala Hotel in Honolulu.
- Complete Fisher AM-FM Stereophonic High-Fidelity outfit.
- 16-mm. Bell & Howell Sound Projector.
- 1965 RCA Color TV set.

*Winners need not be present to qualify for raffle prizes.*



## The Trade Paper Read by Choice—Not by Chance

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Volume 72 • No. 14

OCTOBER 21, 1964

OUR 46th YEAR

### NO DOUBLE-TALK FROM THE SENATOR

ONE OF THE DANGERS of unfair sales policies in the motion picture industry is the rapid way they spread from one company to another. If good ideas and sensible policies made the rounds that quickly, the industry would be in far better shape.

Currently, a new gimmick is being practiced on theatremen by a few distributors which smacks of old-time monopolistic practices against independent theatres. This involves refusal to sell a picture to subsequent run situations until it has played the previous run despite the standard exhibition contract which has always provided for 14 days notice of availability.

Of course, this complicates the already muddled clearance pattern since theatres can't be properly booked seven days in advance. Indeed, it is obvious that many bookings are lost forever as a result of this unfair sales policy.

This and other abuses of common sense make one wonder just what the word "policy" means as applied to motion pictures. The dictionary describes the word thusly—"plan of action"; "way of management." To this we would add that a "policy" must have some permanence if it is to be understood and effectively applied. There was a time when sales policies in the motion picture industry had this permanence, and business was the better for it.

Today, exhibitors are kept in the dark as much as they are informed. Pictures are withheld from theatres 100 miles away from a key exchange town until that town has played them, all because one company started the idea. Yet some outlying areas play other pictures long before they are available in exchange towns. The result is chaos and confusion, accompanied by hardship for every theatre caught in the web

of uncertainty.

There is currently a concerted exhibitor effort to eliminate the evils of blind bidding. It should meet with success. The practice has been brought to the attention of the Justice Department, the Federal Trade Commission, and other federal agencies. They have studiously avoided taking a stand. While they vacillate, theatres close, and angry exhibitors begin looking to the courts for relief. One lawsuit could start a flood of court actions, and that will help no one but the lawyers.

No other industry treats its customers in such a fashion. One powerful U. S. Senator, made aware of blind bidding practices, replied as follows: "I am very much surprised at the motion picture industry practice of bidding and blind bidding, as this would certainly seem to be a case of inappropriate business practice." Thank you, Mr. Senator, for stating in clear language what everyone else seems to be afraid to say.

While there is always a vast gray area between the white of right and the black of wrong, men of courage and vision must stand up and be counted. Blind bidding and chaotic practices in the selling of film are wrong. They must be eliminated.

Their prevalence is due to the product shortage and the lethargy of federal agencies, particularly the Department of Justice.

*EDITOR'S NOTE: Not being certain whether or not the Senator would approve our using his name without permission, we have kept him anonymous. Rest assured, his letter is in our file.*

### COMPETITION FROM A CHOO-CHOO

IT SEEMED that things were looking up for theatres as most of the distributor companies began to clamp down on the showing of 16mm films in competition with commercial houses. However, it remains true that no other industry competes with itself so continually as does the motion picture industry.

The latest in the films for free craze which spread from television to jet planes will begin shortly on crack trains of the Baltimore and Ohio Railroad. They will show movies for free and in color. However, the railroad's head man says that if demand for seats in the movie cars exceeds the supply,

*"We may eventually have to place a nominal charge on the service to control the space problem."*

It only takes one to start a parade. Movies on one inter-continental jet flight took no time to spread to other airline companies and then to domestic flights as well. Now, large ads are taken by the airlines promoting strictly first-run photo-plays. There is a well founded report that distributors get from \$65,000 to \$100,000 per picture—which ain't hay. However, it remains to be seen what the long range effect of such competition will be.

### THE MAN MUST BE SEXTUPLETS

IF YOU EVER tried to keep track of Joe Levine, you would have time for nothing else. The man must be sextuplets. He crosses oceans as casually as we cross streets. He spans continents more often than we change socks.

Filled with bounce and enthusiasm and the energy that an Olympic athlete must envy, he turns everything he touches into headlines. The latest Levine whopper involves transforming Carroll Baker into Jean Harlow while crossing the Atlantic Ocean in the company of the world's press. You just know that one will turn into reams of newspaper space and photo coverage.

Joe goes out and does the things that most publicity-conscious executives only dream about. We have the sneaking suspicion that it is all possible because Joe doesn't have to account for his actions to anyone but Rosalie and the two youngsters.

The motion picture industry used to be glamorous and exciting. For a while, it seemed to get deadly dull and monotonous. Now it is fun again, and the reason is Joe Levine. Keep going, Joe! It's a pleasure to follow you around the world and watch you make people everywhere movie-conscious again.



**“CHARLIE’S  
QUITE A  
PACKAGE!”**

*She’s  
stacked  
just right—  
to succeed!*

*She’s built  
just right—  
for big  
boxoffice!*

*and  
she’s got  
just one thing  
on her mind—  
the business!*

They don’t  
make girls  
like “Charlie”  
anymore!  
*(They never did!)*



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CENTURY FOX  
presents

**tony  
curtis**

**debbie  
reynolds**

**pat  
boone**

in **GOODBYE  
CHARLIE**



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and **walter matthau**  
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**Available for selected Thanksgiving dates...and general release at Christmas!**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

Mr. and Mrs. Ray C. Ayrey, he is Stanley Warner Theatres contract manager in Pittsburgh, became the grandparents of their sixth grandchild when their daughter, Mrs. Jack J. Gasparre, Jr., Haddonfield, N. J., gave birth to a daughter. They also announced the marriage of their son, Raymond.

### Obituaries

**Captain Harold Auten**, 73, retired member of the British Navy and holder of the Victoria Cross, and former executive vice-president of the J. Arthur Rank Organization, and owner and operator of the Bushkill Manor Motel and Restaurant and the Bushkill Playhouse, died at Bushkill, Pa. Survivors include a son, a daughter, and a brother.

**Leslie C. Blakeslee**, veteran Connecticut projectionist, working in recent years in Bridgeport area theatres, died.

**George Borthwick**, 77, one of the early executives of the Motion Picture Association of America, died at his Hillsdale, N. Y., home. He had been treasurer under **Will Hays** and **Eric Johnston**, until he retired in 1948. He is survived by his wife and a son.

**Ollie Rufus Browne**, 85, Raleigh, N. C., a pioneer in the motion picture business, died. At one time he operated a chain of houses in the two Carolinas and Georgia, and for more than 25 years was associated with the late **Barney S. Aronson** in the operation of the old Grand, combination motion picture and vaudeville house on Fayetteville street in downtown Raleigh. He is survived by his wife, two daughters, and four grandchildren.

**Eddie Cantor**, 72, famed entertainer, died of a heart attack in his Beverly Hills, Cal., home. He was a Florenz Ziegfeld star. Survivors are four daughters.

**William Infald**, past-president, Allied Theatre Owners of N. J., died at his Passaic, N. J. home. He was owner of the Franklin, Nutley, N. J., and the Iselin, Iselin, N. J. He is survived by his wife and a son.

**James Hassell McKoy**, 62, Wilmington, N. C., former theatre operator who for the past several years had been manager of entertainment at Freedomland, New York City, and at the time of his death was manager of Pirate Land, Myrtle Beach, S. C., died. In 1936, he pioneered in the 16mm entertainment and education field in Virginia, North and South Carolina, Georgia, and Alabama. He is survived by a daughter, a son, a sister, a brother, and five grandchildren.

**Curtis H. Miller**, 48, vice-president in charge of publicity and advertising and theatre supervisor for Cloughton Theatres, Miami, Fla., died. He is survived by his wife and four brothers.

**Joe Redanauer**, employee of Meyer Adleman at New Jersey Messenger Service for 39 years, died at his Barrington, N. J., home after a lengthy illness.

**James Sandford**, 64, chief accountant for K-B Theatres, died at Sibley Memorial Hos-

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., OCT. 19

## Chrysler Chief Keynotes National Allied Convention

DETROIT—In his keynote address before the opening luncheon at the 35th annual National Allied convention, Lynn A. Townsend, president of the Chrysler Corporation, held:

Movies and autos should exchange ideas, especially in common areas such as drive-ins. In both industries, large investment profit depends on volume sale.

The time-lapse between conception and final product is long.

Wheels and reels should study their diminishing share of Gross National Product. Movies faced competition from tv, autos from such as boats.

He referred to advertising in both fields, mentioning that at the Detroit premiere of "The Lively Set," the queues reminded him of press previews on introductions of cars each year.

He was optimistic for cars and theatres in 1965, but said the task of achieving success would be "demanding."

## Sochin To Rizzoli Films

NEW YORK—Irving Sochin has been named vice-president and general sales manager of Rizzoli Film Distributors, Inc. Sochin was formerly head of sales for Times Films.

pital, Washington, D. C. He was formerly a zone manager with Schine Theatres in Gloversville, N. Y. He was a member of Variety Club Tent 11. He is survived by his wife and a daughter.



## BROADWAY GROSSES

### "Poppins," "Topkapi" Lead Way

NEW YORK—Walt Disney's "Mary Poppins" and United Artists' "Topkapi" were the only bright spots in a dull Broadway week.

"MARY POPPINS" (Buena Vista). Radio City Music Hall, with usual stage show, reported \$107,400 for Thursday through Sunday, with the fourth week sure to top \$165,000.

"THE OUTRAGE" (MGM). DeMille claimed \$13,000 for the second session.

"IT'S A MAD, MAD, MAD, MAD WORLD" (United Artists-Cinerama). Warner Cinerama announced \$14,990 for the 48th week.

"FAIL SAFE" (Columbia). Loew's State did \$20,000 on the second week.

"CIRCUS WORLD" (Paramount-Cinerama). Loew's Cinerama had \$6,000 for the 17th week.

"LILITH" (Columbia). Victoria garnered \$22,000 on the third week.

"TOPKAPI" (United Artists). Astor had \$27,000 for the fifth week.

"FOUR DAYS IN NOVEMBER" (United Artists). Rivoli stated the second and final week was near \$5,000.

"CLEOPATRA" (20th-Fox). RKO Palace on a showcase run reported \$19,500 on the third week.

The Criterion was closed preparing for Warners' "My Fair Lady."

## Suit Attacks Bidding

NEW YORK—Town and Country Theatres, which operates the Concord, Miami, Fla., has instituted a \$210,000 triple-damage anti-trust suit against six distributors and competing theatres. The suit seeks to outlaw bidding as allegedly practiced in Miami, Fla.



Theatre Owners of America past president John Rowley officiates at presentation honoring American International Pictures' toppers James Nicholson and Samuel Z. Arkoff as "Showmen of the Decade." Star Annette Funicello looks on.



# Small Exhibits Urged To Unite

## Boost In Buying Power Seen Via Franchise Plan Offered By Steve Saunders, Carmel, N. Y., Theatreman

(A MOTION PICTURE EXHIBITOR Exclusive)

CARMEL, N. Y.—Stephan L. Saunders is an upstate New York exhibitor who believes that the industry climate, at least as far as exhibitors are concerned, has been getting progressively worse.

Saunders says, "Like the weather, everyone has been complaining about it, but nobody has been willing to do anything about it." Saunders wants to do something about it.

Saunders told MOTION PICTURE EXHIBITOR that he, like thousands of other small exhibitors throughout the country, is facing possible extinction. In 1948, he built his 430-seat theatre in upstate Carmel. He has owned and operated it since that time. He has also been active in many industry efforts to solve difficult situations. He conducted a personal campaign against the federal admissions tax which received national attention.

When tv made its initial inroads, he launched a national publication promoting movies. His magazine PREVIEW enjoyed a national circulation of over 300,000 copies monthly for seven consecutive years. He addressed the national convention of Allied on two occasions and received their wholehearted support of his publishing venture.

When the televising of the Academy Awards was announced, he offered COMPO a program that would have meant industry sponsorship of the show from the very beginning.

A few months ago, someone prominent in the industry told him that it would be a good idea to shut his theatre down. Saunders assumed that this advice would probably apply to thousands of other small independent theatres throughout the country. His house has always maintained a comfortable gross of approximately \$50,000 per year. Two factors in his opinion contribute to the present desperate situations: mounting and unfair film rentals and practices and spiraling increases in the costs of necessary materials and supplies. Faced with the prospect and advice to "get out of the business," instead he has come up with a plan aimed at improving the lot of every small independent exhibitor.

Saunders is organizing "United Independent Theatres." United will be a franchising organization and is initially open to all independent theatres not grossing over \$2,000 per week. There is one basic concept—every exhibitor who converts his theatre to a franchised United Independent Theatre gives complete film booking and buying rights to United. Other than this, the entire operation of the theatre remains the same. All theatre booking policies will remain unchanged—general house policy—number of weekly changes, single or double feature, clearance, etc. With five hundred, a thousand, or more franchised theatres, United will be in position to negotiate more equitable film terms, Saunders said. There is no intent to bring unfair pressure, but only to work out deals that serve both parties.

Also, by unified direct buying for all the franchised houses United hopes to acquire



Charlton Heston, following completion of his role as Michelangelo in 20th-Fox's "The Agony and The Ecstasy," recently conferred with Jonas Rosenfield, Jr., left, vice-president and director of advertising, publicity, and exploitation, in New York.

and offer to the theatres such items as carbons, trailers and display materials, programs (including mailing to patrons), etc., all at savings over their present costs as a result of bulk buying. United will maintain a legal department to constantly combat unfair practices in the industry and offer legal advice to any franchised member. A monthly newsletter will be sent to keep each exhibitor informed of current situations—offer selling promotions, etc. Advertising in national publications promoting both the movies and United Theatres will be instituted. National contests will be organized through the franchised theatres.

To become a franchised United Independent Theatre, the fee will be \$100 annually in advance, plus \$10 per week. An additional small charge on every flat rental and 1/2 of 1% of the gross on a percentage booking will be made. It is hoped that the latter charges can be worked out at the distributor level.

United expects to send men overseas to acquire foreign film to improve the product shortage, Saunders said. Also, as capital reserves build up, to establish a small loans department to make funds available at low interest rates to member theatres.

The fees to become a franchised theatre are in most cases less than present booking fees and costs, says Saunders. The distributors would have a ready market for their product, run on an organized basis.

Saunders hopes to start his operation on Jan. 1, 1965. It will be necessary for exhibitors to franchise their theatres now so that the business machinery can be put into operation immediately. Saunders stated to MOTION PICTURE EXHIBITOR, "If we can franchise at least 500 theatres we can start. However, it is hoped that thousands will see this as the last hope for the small theatre. With rental terms and booking practices what they are now, the exhibitor gives up very little when he turns over his booking operation to United, and he has everything to gain. United could very well become the Howard Johnson of the movie industry. Make no mistake, we will die one by one or we will prosper together."

To become a franchised theatre, advises Saunders, just send the following addressed to United Independent Theatres, Carmel, New York. "I want to franchise my theatre, send me the necessary forms."

## Early Response Good To Selig Research Plan

NEW YORK—The proposal by Robert W. Selig, vice-president of theatre operations for National General Corporation, to have the motion picture industry conduct an independent research study of movie-going habits and attitudes has met with favorable response among distributors and exhibitors.

Selig's plan, a highlight of the seven points outlined in his keynote speech at the Theatre Owners of America convention in Chicago, has received TOA's endorsement.

Peter C. Latsis, NGC's publicity director, who attended the convention and then flew to New York to discuss the research program with distributor advertising-publicity chiefs, said he was gratified with the enthusiasm which has greeted Selig's call for the survey.

Latsis said that the proposed project, subject to approval by the advertising-publicity committee of MPAA, will be conducted by the Denver Research Institute of the University of Denver. The project will cost a maximum of \$7,200 and would be completed within four months of its inception.

According to Selig, the in-depth motivational research survey by professional interviewers would be conducted in Denver. The Denver Research Institute is one of the most highly regarded in the nation and is classed with Stanford.

The reason given for the selection of Denver is that this city is far removed from either the east or west coasts and its entertainment influences, and yet is typically American in its movie-going habits. Denver has a population of approximately 700,000 people and has been the scene where many successful motion pictures have been launched with big openings.

"This is an industry project certainly long overdue," Latsis said. "In these times, only an intelligent, scientific research project can furnish the answers to the questions which surround us in this changing age."

## New Classification Bid

ALBANY—Careful preparation by the Regents of a public statement on film classification for school children, and of a bill to effect this for introduction at January session of the Legislature, resulted in a delay until Board holds its next meeting here the latter part of October.

Plan is to "pre-file" proposal some time after Nov. 15, with Education Department's "package."

Belief is that new bill will propose voluntary or advisory classification, with a tightening of conditions under which school-agers may be admitted, where they shall be seated, and what the supervision will entail. If a parent, guardian, or authorized adult is in their company, children of specified ages could view films classified as "unacceptable" otherwise.

Mounting signs point to a renewed attack by Motion Picture Association of America, Allied Theatres of New York State, and other industry organizations against "classification." Strong support is anticipated from church, civic, and veterans' groups. Also, possibly, from State Congress of Parents and Teachers.



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and introducing TOMMY LEONETTI · LONNIE SATTIN  
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Directed by HUGO GRIMALDI · Screenplay by ARTHUR C. PIERCE

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watch for **THE BIG ONE** in Feb. "**FASHION HOUSE OF DEATH**" starring CAMERON MITCHELL · EVA BARTOK



## MGM Celebrates Anniversary

# Life begins

# at forty

**M**ETRO-GOLDWYN-MAYER, the largest entertainment enterprise in the world, has entered a vigorous new era of modern business expansion through the bold, imaginative programs and policies put into effect by Robert H. O'Brien since he assumed the presidency of the company on Jan. 8, 1963.

Now celebrating 40 years of show business leadership, MGM is a growing organization that is international in scope and one that is constantly expanding into related fields of entertainment. While film production and distribution remains the core of the company's international operations, it is only one facet of the numerous business activities which substantiate MGM's position as the total entertainment company.

The official celebration of MGM's 40th anniversary will commence on Oct. 30 and will continue through March 18 of next year. O'Brien has made the celebration the occasion for a confidently optimistic and at the same time realistic appraisal of the company's future. With the 1963-64 fiscal year, which ended Aug. 31, showing a dramatic and substantial upsurge in profits, MGM's president foresees 1964-65 and 1965-66 as two of the most profitable years in the company's history. Moreover, for the first time since its founding four decades ago, MGM will have its entire production and distribution programs planned out two years in advance—through 1966.

Last July, O'Brien revealed that film rentals were at an all-time high, with the company earning a net profit of \$3,729,000 or \$1.43 per share for the first three quarters, as compared to a loss of \$12,338,000 or \$4.79 per share for the corresponding period of the previous fiscal year.

Beginning with the first week in July, the company exceeded the \$3,000,000 mark in weekly world-wide film rental revenues five times in eight weeks—an unprecedented event in industry history—climaxed by a fiscal year-ending 11-day period, Aug. 21-Aug. 31, during which MGM amassed more than \$4,000,000 in combined domestic and international film rental gross.

The films contributing the most to these record-shattering figures were, domestically, "The Unsinkable Molly Brown," which garnered \$2,001,566 in its recently-completed 10-week run at Radio City Music Hall (the first film to top the two-million-dollar mark in the 32-year history of that famed show-place); "The Night of the Iguana," currently one of the country's top grossing films; "How the West Was Won," a film that is expected to exceed \$20,000,000 in domestic film revenues; and "Viva Las Vegas," which has



"The Rounders"

smashed drive-in and sub-run box office records nationwide.

Internationally, MGM prospered heavily at the box office with "How the West Was Won," "Love in Las Vegas" (overseas title for "Viva Las Vegas"), "The Love Cage" (scheduled for November domestic release under the title "Joy House"), "Sunday in New York," and "Separate Beds" (released in the U. S. as "The Wheeler Dealers").

During the 20 weeks of its 40th anniversary celebration, MGM will distribute 15 new features and will have in production or scheduled for production the most prestigious, diversified and pre-sold list of properties in its history, in addition to continuing playdates for two of the country's top box office attractions, "The Unsinkable Molly Brown" and "The Night of the Iguana."

Major attractions that MGM will distribute in the upcoming months are Martin Ransohoff's "The Americanization of Emily," starring James Garner, Julie Andrews, Melvyn Douglas, and James Coburn; Martin Ritt's "The Outrage," with Paul Newman, Laurence Harvey, Claire Bloom, and Edward G. Robinson; "Joy House," starring Alain Delon, Jane Fonda, and Lola Albright; "Murder Ahoy," Miss Marple adventure with Academy Award-winning Margaret Rutherford in the title role; "Of Human Bondage," Seven Arts Production starring Kim Novak and Laurence Harvey; "The Young Lovers," Samuel Goldwyn, Jr., production starring Peter Fonda,

Sharon Hugueny, and Nick Adams; "Your Cheatin' Heart," starring George Hamilton as famed folk-country singer Hank Williams; Sam Katzman's "The Swingin' Set"; Perlberg-Seaton's "36 Hours," starring James Garner, Eva Marie Saint, and Rod Taylor; "Signpost to Murder," with Stuart Whitman, Joanne Woodward, and Edward Mulhare; "Quick, Before It Melts," romantic comedy with George Maharis and Robert Morse; "The Rounders," comedy-western starring Henry Fonda and Glenn Ford; Martin Ransohoff's "The Loved One," directed by Tony Richardson and starring Robert Morse, Anjanette Comer, Jonathan Winters, Sir John Gielgud, Robert Morley, Roddy McDowall, and Rod Steiger; "Girl Happy," an Elvis Presley musical; and Ivan Tors' "Clarence, the Cross-Eyed Lion."

For the spring and summer months, MGM will have for release such outstanding films as "Young Cassidy," starring Rod Taylor as the young famed Irish playwright Sean O'Casey; George Pal's "The Power"; the World War II espionage drama, "Operation Crossbow," with Sophia Loren, George Peppard, Trevor Howard, John Mills, and Lilli Palmer; "Joy in the Morning," starring Richard Chamberlain and Yvette Mimieux; "Tiko and the Shark"; Martin Ransohoff's "Flight of the Sandpiper," with Elizabeth Taylor, Richard Burton, and Eva Marie Saint; "The Cincinnati Kid," also a Martin Ransohoff production, with Spencer Tracy, Steve McQueen, and Karl Malden; "Murder Most Foul," another Miss



Marple mystery starring Margaret Rutherford; and "The Yellow Rolls-Royce," produced by Anatole de Grunwald and directed by Anthony Asquith from a screenplay by Terence Rattigan, with an all-star cast headed by Ingrid Bergman, Rex Harrison, Shirley MacLaine, Alain Delon, Jeanne Moreau, George C. Scott, Omar Sharif, Art Carney, Joyce Grenfell, and Edmund Purdom.

Among the major properties that MGM has scheduled for forthcoming productions are "Dr. Zhivago," based on the Nobel Prize-winning novel by Boris Pasternak, to be produced by Carlo Ponti and directed by David Lean from a screen play by Robert Bolt; "Scratch a Thief," Jacques Bar-Fred Engle-Ralph Nelson production starring Alain Delon, Ann-Margaret, and Van Heflin; Carlo Ponti's "Lady L," to be directed and written by Peter Ustinov and starring Sophia Loren and Paul Newman; Seven Arts' "The Hill," a Kenneth Hyman Production starring Sean Connery, Michael Redgrave, and Ossie Davis; "A Fine Madness," based on Elliott Baker's Putnam Award-winning best-seller, to be produced by Jerome Hellman and directed by Delbert Mann; James B. Donovan's "Strangers on a Bridge," to be directed and written by Peter Ustinov; "The Forty Days of Musa Dagh," based on the Franz Werfel classic, to be produced by Pandro S. Berman; Hammer-Seven Arts' "She," starring Ursula Andress, Peter Cushing, and Rosenda Monteros; and "Caravans," based on the James Michener best-seller, to be directed by Henri Verneuil.

Also, Irving Berlin's "Say It With Music," to be produced by Arthur Freed and directed by Vincente Minnelli from a screenplay by Arthur Laurents; "The ABC Murders," starring Tony Randall as Agatha Christie's Hercule Poirot; "The Venetian Affair," based on Helen MacInnes' best-seller, to be produced by Pandro S. Berman; Leon Uris' "Armageddon," to be produced by Uris and A. Ronald Lubin; Evan Hunter's "Buddwing," to be produced by Douglas Laurence and directed by Delbert Mann from a screen play by Dale Wasserman; Alexander Cohen's "Baker Street," to be adapted from the upcoming Broadway musical based on the adventures of Sherlock Holmes; "Nobody Loves an Albatross," to be directed by Michael Gordon from his own screenplay; Morris L. West's "The Shoes of the Fisherman"; "The Most Dangerous Game," based on the novel by Gavin Lyall; and "The Secret of My Success," Andrew and Virginia Stone production starring Shirley Jones, Stella Stevens, Honore Blackman, and James Booth.

Each and every one of these productions will be supported by an extensive advertising, publicity, and exploitation campaign specifically tailored to fit the production and designed to garner optimum results.

With the advent of the new fiscal year and the launching of its 40th anniversary celebration, MGM has announced a \$50,000 domestic sales drive, announced Morris E. Lefko, vice-president and general sales manager.

To run concurrently with the anniversary celebration, the drive will divide MGM's 30 domestic branches into three categories according to size, with a first prize of three weeks' salary, a second prize of two weeks' salary, and a third prize of one week's salary going to the branches in each category that show the largest increase in sales. Every employee in the winning branches will participate in the cash prizes, as will the field press representatives assigned to the various divisions, while a separate contest will be conducted for the six Canadian branches.



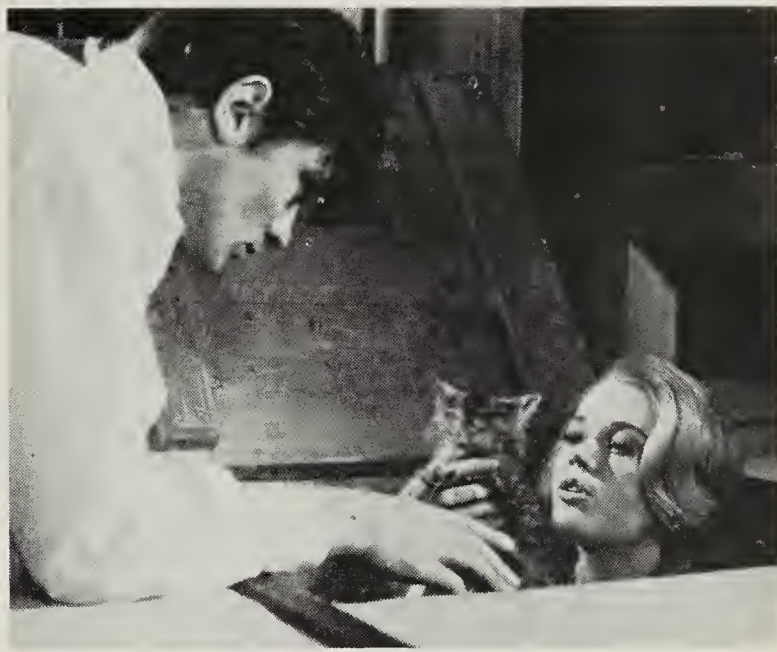
"Girl Happy"



"The Young Lovers"



"The Americanization of Emily"



"Joy House"

Additionally, prizes of three weeks' salary and two weeks' salary will be awarded to the two division managers whose divisions score the highest overall increase in total sales during the 20-week contest period. Too, the branch or division manager who has the most outstanding individual performance will receive an all-expenses paid European vacation for two.

To aid the sales drive and draw attention to MGM's 40th anniversary celebration, the company is making available a long list of accessories, including valances, paper burgee pennants with titles, buttons, bumper strips, decals, table tents, stationery and envelopes, anniversary slugs for ad mats and posters, and pens and pencils.

All communication media will be utilized, spearheaded by a special eight-page advertisement in the film trade publications and a comprehensive publicity, promotion, and exploitation campaign created for newspapers,



"The Outrage"

radio, and television that will underscore MGM's position as the total entertainment company and its bright present and future prospects.

Being produced for theatres and television release is an anniversary film, "The Story of MGM," which will contain film clips of 1964-65 releases integrated with scenes from memorable films produced by the company over the years, plus a visual description of MGM's busy studio operation as it is today.

There also will be published, for distribution to press, radio, and television representatives throughout the U. S., as well as to employees and theatre circuit executives, an elaborate, in-depth book that will cover present and future feature productions, memorable films of the past, and every MGM operation: studio, records, television, music.

Equally contributing to MGM's 40th anniversary celebration will be the company's television production, records, and music arms. MGM-TV has five network shows at the present time, the returning "Dr. Kildare," starring Richard Chamberlain and Raymond Massey, and "Mr. Novak," with James Franciscus and Dean Jagger, and a trio of newcomers: "The Man From U.N.C.L.E.," an hour-long modern-day suspense series; "Flipper," a half-hour adventure series in color; and "Many Happy Returns," a half-hour comedy series.

MGM Records and its Verve Records Division continue to release a succession of top-selling long-playing albums, featuring such recording stars as Connie Francis, Stan Getz, and Ella Fitzgerald, while Robbins, Feist and Miller—MGM's "Big Three"—remains one of the most successful and prominent music publishing firms in the U. S.



# Allied Merchandising Manual Ready; Marcus Article Hits Erratic Release

DETROIT—Tomorrow there will be distributed at the Merchandising Session of the National Allied 35th annual convention at the Sheraton-Cadillac Hotel here, the Allied Merchandising Manual, which has become a convention feature. One of the leading articles written by chairman of the Executive Committee Ben Marcus is called "Let's Stay on the Toll Road."

In it Marcus likens and links today's expressways to the motion picture profession.

Expressways were developed to facilitate orderly traffic, and now, he writes, motion pictures must build a route for orderly expansion and progress. "Feast or famine" release create product jams, and the old route has become time-worn. This has given birth to blind bidding and disorderly release which are barricades "to the highway of security for exhibitors."

To analogy he adds the linkage by stating the expressways have encouraged the building of shopping centers where exhibitors are now building, and urges other exhibitors to "re-locate in these centers whenever possible."

While production has delivered outstanding attractions recently, "blind bidding, sporadic releasing, unwarranted playtime, and excessive percentage terms are strangling."

"No one is worthy of the name showman if he does not keep his establishment clean, bright, and attractive, with the theatre staff alert, courteous, helpful, and picture merchandising "intelligent and imaginative."

"In any code of ethics," Marcus concludes, "there must be a sincere desire by exhibitors and distributors to work in each other's behalf. If this can be accomplished, more new theaters will be built, more older theaters modernized, and more people will be attracted to the theaters, large and small. It is only then we can truly say this industry is on an expressway route to a great and prosperous future."

After the convention, the handbook will be made available without charge to almost 6,000 Allied member theatres across the nation.

"The 112-page hard cover manual is a practical tool for converting a little effort and a little time into a lot of money," Milton H. London, executive director, states. "Successful merchandising ideas and proven sales promotions guaranteed to make theatre operation more profitable are completely and simply detailed. The book contains separate sections on market research, group sales, public relations, newspaper services, promotions, exploitation, special tie-ins for children and students, playground promotions, new season opening instructions for drive-ins, and vending and concession tips."

## Basic Speeches Included

Recognizing the important role which the theatre owner and manager play in the public relations image of the industry and of the community theatre, the manual provides basic speeches for theatremen to give before service clubs and church groups. Several effective speeches are included which can be presented in opposition to local agitation for either classification or censorship.

"Based upon the experience of prior years, it is certain the demand for this unique publication, so highly valued by the nation's theatremen will again exceed the supply," London predicted.

## Host of Honored Guests To Decorate Allied Dais

Among the honored guests who will be on the dais at the banquet climaxing National Allied's 35th annual convention of theatre owners in Detroit tomorrow (Oct. 22) will be the following: United Artists vice-presidents Eugene Picker and James Velde, Metro-Goldwyn-Mayer vice-president and general sales manager Morris Lefko, 20th-Fox vice-president Joseph M. Sugar, Buena Vista president Irving H. Ludwig, and American-International president James H. Nicholson, executive director Samuel Z. Arkoff and vice-president Leon P. Blender.

Leslie Caron will fly in from London to receive the Star of the Year Award from the nation's theatremen. Lawrence Weingarten, producer of "The Unsinkable Molly Brown," and president of the Screen Producers' Guild will be presented with the Producer of the Year Award.

## Armstrong Cites Growth

"Allied has grown stronger by the more active participation of the individual members in their units," Jack Armstrong, Allied president, notes in the manual. "We have gained new strength from an expanding membership. The Allied bulletins have become a better tool in providing more pertinent information to the exhibitors of the country."

"Through a free exchange of ideas, we can better understand the never ending changes and direct more positive action and controls where needed."

"Trade practices continue to be of great concern to more and more exhibitors," he says. "While many exhibitors have shared in the expansion and prosperity in our industry, others have not. Better than half of the theatres in our country are small town or subsequent run theatres. They are desperately in need of a liberalized sales policy that will permit them a share in this new found prosperity. We must alert our friends in distribution to these problems if many of these theatres are to survive. The whole industry would benefit from a better image throughout our country in the cities, towns and hamlets."

"We have supported the California Crusade Against Pay TV. Many of our members have contributed substantial sums of money to this campaign. "The outcome of this fight will have a far reaching effect on our future. We urge your continued interest and support in opposing the opportunity of the Pay-TV interests in securing the life of our theatres' first run product."

## WB Ups MacEwen

NEW YORK—Jack L. Warner, president of Warner Bros. Pictures, has confirmed the appointment of Walter MacEwen as his executive associate, in charge of the feature division at the Burbank, Calif., studios.

MacEwen has been one of Warner's top aides for 15 years in various capacities and has now been given the authority, under Warner, to guide the studio's feature operation.

## Wall Street Taking New Look At Industry

NEW YORK—Wall Street analysts, ears pricked by rumours of an impending Internal Revenue Service accounting practices reform for film companies, appear to be taking a fresh look at industry stock possibilities.

The biggest headache to outside money interests has traditionally been the practice of film producers to post radically fluctuating earnings from year to year—or even from quarter to quarter.

Stabilization of earnings, according to "The Value Line," an investment survey service, would follow the IRS reforms by requiring increased residual value provisions from companies with a picture in release. This, the study concludes, would reduce monies presently placed under film costs that companies now charge off to current income. A result of this revision in accounting procedure would be increased reported earnings, thereby leveling year to year earnings while raising prospective or future earning prospects currently deflated in understated film library assets, the report maintains.

All of the studies in current release cite bigger boxoffice grosses, which have climbed from \$1.2 billion in the mid-Fifties to more than \$1.5 billion this year.

A study by Bache & Co., N. Y. Stock Exchange members, cites film company shares as "speculative investment," with future earnings to "vary, reflecting the unpredictable audience response to individual motion pictures." This study states that "following a period of several years of stabilization after the competitive impact of television, definite improvement has become apparent in motion picture industry results." It predicts improvement in product quality, better admission prices, better movie houses, improved distribution techniques, higher foreign revenue, and increased diversification.

## Cablevision Okayed In Raleigh

RALEIGH, N. C.—The Raleigh City Council was told that petitions seeking to force it to call a referendum on repealing a cablevision ordinance had an insufficient number of valid signatures and that the ordinance would remain in effect.

Opponents to cablevision, who said the system would lead to pay television, had circulated the petitions in accordance with a provision of the city code which provides for such referendums on repealing a new city ordinance. The provision requires that the petitions bear the signatures of at least 10 per cent of the votes cast in the last municipal election—in this case 3,610.

Although the Wake County Board of Elections, after examining the petitions, recently found they did bear enough names of registered voters to make an election mandatory, proponents of the ordinance challenged the validity of some of the petition signatures. In this case, Mrs. Mary Lassiter, city clerk, certified that the petitions did not have enough valid signatures, and City Attorney Paul Smith said the ordinance allowing the cablevision company to run cables along city rights-of-way became effective immediately.

## Hetzel To Afro-U.S. Board

NEW YORK—Ralph Hetzel, acting president, Motion Picture Association of America, was elected to the board of directors of the newly formed African-American Chamber of Commerce.



## D-I Files Federal Suit To Kayo Censor Laws

DALLAS—In a federal suit filed here, two Grand Prairie city ordinances against nude, seminude, and obscene movies were challenged as being unconstitutional.

U. S. District Judge Sara T. Hughes will preside at a hearing set for Nov. 2 for an injunction against the enforcement of the laws, one day before the effective date of one of the ordinances.

Chemline, Inc., operators of the Twin D-I Theatre, filed the suit. It claims that the ordinances defy freedom of speech and deny property rights without due process of law.

The suit charges censorship in an ordinance paragraph which forbids any motion picture in which nude portions "of the human body are shown or in which a striptease, burlesque or nudist type scene constitutes the main or primary material of such movie."

The suit said that a part of the law forbidding questionable advertising for future movies is invalid because freedom of speech allows "reasonable puffing" of the value of upcoming shows.

Chemline also objects to the new laws which require movie licenses, investigations by police, "quiet and good" order, no gambling, no prizes for prospective customers, no intoxicating liquors, no excessive noise, and attendants to stop "immoral conduct" in the movies.

It will also be unlawful to show nude or seminude pictures in view of a street or highway if the laws become effective. Fines up to \$200 and revocation of licenses are penalties under the ordinances.

Part of the stormy history of the Twin D-I was reviewed in the suit. It stated that on July 19, 1963, a complaint was filed against two officers in the corporation. The complaint, dealing with nude or seminude movies, was dismissed.

The suit also alleges that in the spring and summer of 1964, "church members and other groups" circulated petitions asking the city council to prohibit the Twin Theatres from showing "lewd, obscene and offensive" pictures.

Defendants named were the City of Grand Prairie, Police Chief Fred Conover, and Council members C. P. Waggoner, H. H. Milling, Aubrey Vickers, James Dee, and Roy McGlothlin. Judge Hughes was asked to find the ordinances unconstitutional.

One of the ordinances, against "obscene" movies, was challenged because the movie operators claimed they have not shown obscene pictures as defined by the Supreme Court.

## SW Execs Meet

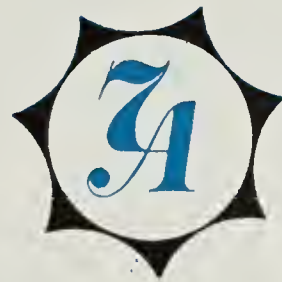
NEW YORK—A three day meeting of Stanley Warner home office executives and theatre zone managers took place at the Americana Hotel. Individual conferences were held with each zone manager for a detailed analysis of the operation of every theatre.

The home office staff present included S. H. Fabian, Sam Rosen, Nathaniel Lapkin, W. S. McDonald, N. D. Fellman, S. Aarons, Harry Goldberg, G. Gagliardi, B. Rosenzweig, P. Harling, Arthur Rosen, J. Yellin, J. McKenna, and L. Foster.

Zone managers present were Herbert Cope- lan, west coast; Frank J. Damis, Philadelphia and Washington; Harry Feinstein, Pittsburgh; Albert Reynolds, Dallas; Charles A. Smak- witz, Newark; and James M. Totman, New England.



**THE  
SHAPE  
OF  
THINGS  
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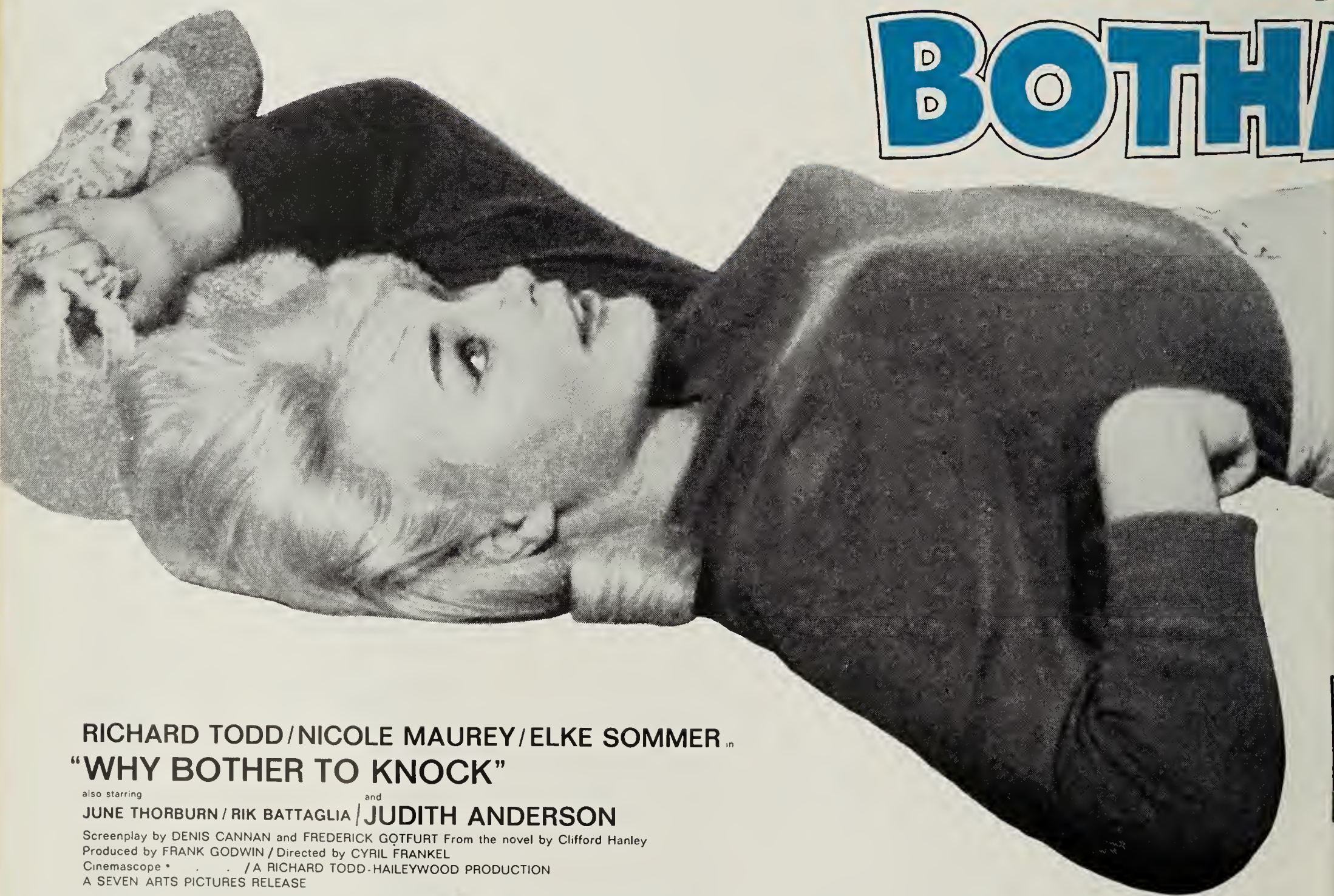


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**"WHY BOTHER TO KNOCK"**

also starring and  
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Screenplay by DENIS CANNAN and FREDERICK GOTTFURT From the novel by Clifford Hanley  
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**WEST COAST OFFICE**  
Melvin H. Evidon, Entire West  
13902 Fiji Way  
Marina, Del Rey, Calif  
Re 3-1123



# X A SHOT IN THE ARM!



# TO NOCK

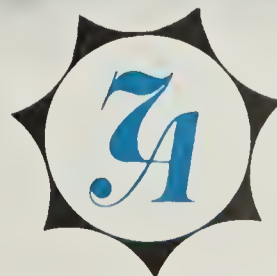


## MIDWESTERN OFFICE

Kermit Russell, *Midwestern Territory*  
Seven Arts Pictures  
1325 South Wabash Avenue  
Chicago 5, Illinois  
Ha 7-9699

## SOUTHERN OFFICE

Jack Walton, *South, Southeast and Southwest Territory*  
Seven Arts Pictures  
Tower Petroleum Building • Room 1814  
Dallas, Texas  
Ri 7-4489



A SEVEN ARTS PICTURES  
RELEASE



# N.C. Citizen's Committee Fight To Ban Obscenity Lands In Court

GASTONIA, N. C.—A citizens committee, which has had 15 magazines and all paperback books published by five firms removed from local newsstands as obscene, has eased up on part of its goal—a ban on what it considers to be lewd and obscene motion pictures.

Dr. J. P. Smith, vice-chairman, said "the committee found its hands were tied in the case of the movies. Unfortunately, the general statutes (of North Carolina) do not say anything about movies."

However, he said the committee intends to urge enactment of state legislation banning obscene motion pictures.

The North Carolina Legislature meets again in January. The Citizens Committee, whose members include clergymen, law enforcement officers, housewives and others, held the magazines and books it banned in violation of North Carolina Law.

It said its rule-of-thumb was this:

"The nude body is not itself obscene; however, when it is used to arouse lustful desires it becomes obscene. The nude body shown in positions or poses normally used by respectable modeling and photography concerns is not obscene.

"If, however, the nude body is shown in provocative, suggestive, lewd or other positions which seem to invite sexual activity between men and women, it thereby becomes obscene."

Two magazine newsstand operators who held out against an order of Sheriff Dwight Beam to remove the banned periodicals finally capitulated on the eve of a deadline set in the sheriff's ultimatum to remove them or face arrest, but indicated that a court test was planned. They said the publishing concerns involved were notified and asked "to decide whether they will let these people tell them their magazines can't be sold." They said they would assist in fighting the court case "but it will be up to the publishing concerns to finance the fight."

They said the publishers said they would finance the court battle.

Dr. Smith said "we were hoping that the committee's action would not trigger a court fight, but that it was prepared to fight the case to the Supreme Court if necessary.

"Ideas," he said, "aren't any good if you don't fight for them. We plan to go all the way."

## Lazarus To Seven Arts

NEW YORK—Tom Lazarus has joined Seven Arts Pictures as advertising coordinator for the new theatrical distribution division of Seven Arts Productions, it was announced by Edward S. Feldman, vice-president in charge of advertising and publicity. Lazarus has resigned from the advertising department at 20th Century-Fox to accept his new assignment.

## Svigals Leaves Trans-lux

NEW YORK—Edward R. Svigals announced his resignation as vice-president and general sales manager of Trans-Lux Distributing Corp. here.

The move is effective immediately, although Svigals will continue to serve Trans-Lux as a consultant until the end of 1964.

## AA Dissidents Hold Less Than 1% Of Stock

LOS ANGELES—Arthur N. Rupe, chairman of the Allied Artists Committee for New Management, has corrected erroneous information concerning the total shares of Allied Artists Pictures Corporation stock held directly by the Committee.

Members of the Committee presently include Rupe, beneficial holder of 5,000 shares of common stock and 100 shares of preferred stock, and, William P. Hunter, holder of 600 shares of common stock. Thus, the members of the Committee together hold less than one per cent of each class of Allied Artists outstanding stock.

"Since management has not made the stockholder list available to us," said Rupe, "we have not yet begun to request proxies. We want no misunderstanding about our holdings, but we feel confident that, when given the opportunity, enough stockholders will join our efforts to change management and revitalize Allied Artists Pictures Corporation."

## Hochstetter Addresses MPEA

NEW YORK—Leo D. Hochstetter, Motion Picture Export Association of America manager for the Mediterranean area, addressed the regular monthly meeting of the MPEAA international film relations committee, chaired by Jack Goldstein of Allied Artists.

Hochstetter spoke at length on many of the problems with which the industry is faced in Italy, Spain, and Egypt. He suggested that independent producers negotiating for production in foreign locales might benefit themselves and the industry if they considered in advance the problems of dubbing, censorship, and licensing early in their dealings. The combined efforts of all such independent producers could have an important effect on future business arrangements in these countries.

## Universal Sales Meeting In New Orleans Oct. 26

NEW ORLEANS—Universal Pictures Company will hold a week-long national sales meeting here at the Hotel Roosevelt starting Monday, Oct. 26, to map and discuss future releasing plans, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager, who will preside.

Attending will be the company's home office sales cabinet, regional sales managers, 31 domestic branch and sales managers, and representatives of Empire-Universal, which handles the distribution of Universal's releases in Canada.

Milton R. Rackmil, president of Universal, will be an active participant in the meetings which will see the screening of several important Universal pictures to be released during the winter and the spring of 1965. They include "Father Goose," the Granox Production in Technicolor starring Cary Grant, Leslie Caron, and Trevor Howard; "Strange Bedfellows," the Panama and Frank Production in color starring Rock Hudson, Gina Lollobrigida, Gig Young, and Edward Judd; "The Truth About Spring," the Quota Rentals Ltd. Picture in Technicolor starring Hayley Mills, John Mills, and James MacArthur; and "Bus Riley's Back in Town," the William Inge drama in color starring Ann-Margret and Michael Parks.

Attending from the home office besides Martin will be Robert N. Wilkinson, assistant general sales manager; James J. Jordan, home office sales executive; Norman E. Gluck, sales coordinator of the home office sales cabinet; Irving Weiner, manager of the print department; and G. J. Malafrente, manager of branch operations. Mark Plottel, general sales manager of Empire-Universal, will represent Canadian distribution.

Regional sales managers participating will be Joseph B. Rosen from his headquarters in New York; P. F. Rosian from Cleveland; Walter E. Armbruster from Dallas; and Abe Swerdlow from Los Angeles.

## "Santa" For Regional Release

NEW YORK—Setting a pattern of regional saturations, Joseph E. Levine's "Santa Claus Conquers the Martians," science-fiction fantasy in color, will open in 100 theatres in the Chicago and Milwaukee territories on November 14 and 15, it was announced here by D. J. Edele, Embassy Pictures' general sales manager.



MGM president Robert H. O'Brien, chairman, Variety Club of New York's 1964 Celebrity Ball scheduled for Nov. 6 in the grand ballroom of the Waldorf Astoria, goes over plans for the affair with the Women of Variety ball committee. Left to right are Mrs. David Emanuel, Mrs. Edward L. Fabian, Mrs. George Waldman, president, Women of Variety, and Mrs. Samuel Horwitz.



## Cooper To Head Sales For Dale Robertson Firm

HOLLYWOOD—Dale Robertson, president of United Screen Arts, newly formed theatrical motion picture distributing company, announced the signing of Sid Cooper as vice-president and national sales manager for the company. Cooper previously was sales manager with Cinerama Corporation, and prior to that was with United Artists for 17 years as a sales executive.

Veteran producer-actor Robertson for the past three years has waged a crusade in the industry and before exhibitors across the nation, voicing his conviction that Hollywood should return to the days of family entertainment.

Robertson reported that Cooper will set up national sales offices for United Screen Arts in New York City, with headquarters for the company to be at the newly completed offices, Studio City. An assistant to Cooper will head up the west coast sales division, with key markets being opened in Chicago, Dallas, and Kansas City.

Cooper stated, "I am convinced along with Mr. Robertson that wholesomeness in pictures is and always has been the backbone of the motion picture industry. Looking back over the past 20 years, what pictures have consistently made money and often saved the necks of studio executives? Andy Hardy, Ma and Pa Kettle, Francis the Mule, Dr. Kildare, Deanna Durbin, Shirley Temple, Rin Tin Tin, and others—simple, heartwarming, funny, clean pictures."

Cooper reaffirmed that U.S.A., Inc., will distribute only films "in good taste" to the American public, and welcomes independent producers who have such pictures.

Other executives with the organization are Vern Carstensen, secretary of Robertson's Juggernaut, Inc., another Robertson-owned firm, and vice-president and treasurer of United Screen Arts. Attorney Billy H. Hunt serves as secretary to the corporation. Harry Koplan, vice-president of Dale Robertson and Associates, will be director of production and producers' contact. Board members include Jerome C. Eppler and Marshall Jacobs, New York.

## Brandt Heads ADL Fete

NEW YORK—Harry Brandt, veteran industry executive and leading figure in philanthropic causes, has been appointed chairman for the annual luncheon of the motion picture and amusements division of the Anti-Defamation League of B'nai B'rith, it was announced by Benjamin Melniker, division chairman.

Joseph E. Levine, president of Embassy Pictures, as guest of honor, will receive the ADL's 1964 "Human Relations Award," for his contributions to the betterment of international relations, at the annual luncheon, Nov. 5, at the Hotel Americana.

## Brandon Joins Awards Staff

NEW YORK—Tom Brandon, president of Brandon Films, will serve as 16mm non-theatrical films chairman for the International Film Awards Dinner, according to Walter Reade, Jr., dinner chairman.

A record industry turnout is expected at the dinner-dance, which will take place Tuesday evening, Jan. 19, 1965, in the Imperial Ballroom of the Americana Hotel. Many foreign diplomats and dignitaries will also be in attendance.

# Edwards Making Six More Films Under New \$20 Million Mirisch Deal



Blake Edwards recently signed an exclusive \$20 million deal with The Mirisch Corporation to make six pictures for release through United Artists. Signing was Harold J. Mirisch, president of the independent film-making organization.

## NGC Raises Dividend; Theatre Operations Up

LOS ANGELES—Directors of National General Corp., circuit operator and entertainment company, increased the regular quarterly cash dividend from three to four cents per common share, Eugene V. Klein, president and chairman, announced.

The dividend is payable Dec. 1 to shareholders of record Nov. 13.

"The decision to increase the dividend rate was based on indications of a substantial gain in earnings in the current fiscal year resulting from steadily improving theatre operations," Klein said. For the nine months ended on June 30, 1964, NGC earnings, computed without consideration of operating loss carry-forward and excluding capital gains, totaled \$1.47 million, or 41 cents a share — nearly double the comparable period 1963 earnings of \$732,000, or 21 cents a share.

"In keeping with the policy announced when a dividend program was instituted in April, 1964, our board of directors will periodically consider increases as business conditions indicate," the executive added.

## Bond's Girls On U. S. Tour

NEW YORK—James Bond's personal emissary Tom Carlile, the world's tallest press agent, will launch a nation-wide tour next month to introduce Bond's newest leading ladies, Honor Blackman and Shirley Eaton, who have top roles in "Goldfinger," latest of the screen thrillers based on the Ian Fleming novels. Sean Connery again stars as James Bond, otherwise known as 007.

Carlile will tour the country with these two British actresses and will also set up special previews of "Goldfinger" in the principal cities.

NEW YORK—In a deal involving six pictures at a total cost in excess of twenty million dollars, Blake Edwards' Geoffrey Productions has signed a new contract calling for the producer-director-writer's exclusive association with The Mirisch Corporation, it was announced by Harold J. Mirisch, president of the independent film-making organization. Under the new deal, Edwards will make six films in succession for Mirisch presentation and United Artists release.

This new pact will continue an association between Edwards and the Mirisch organization which has already resulted in two box-office successes, "The Pink Panther" and "A Shot in the Dark," both made by Edwards as Mirisch presentations through United Artists release.

The first two projects under Edwards' new exclusive contract will be "What Did You Do In The War, Daddy?", a comedy set against a World War II background, and "The Battle of Gettysburg," a road show presentation dealing with the classic Civil War encounter.

In announcing the new deal, Mirisch said: "We are delighted to continue our association with such an outstanding film-maker who has consistently combined top quality with international boxoffice appeal in the motion pictures he has created."

The deal with the Mirisch Corporation-United Artists was negotiated by Edwards' representative, The William Morris Agency.

## New Production Firm

NEW YORK—A new sales and production organization known as Beth Brown Enterprises, Inc., has been formed here, with Beth Brown, author and producer, as its president.

The firm will market properties owned and created by Beth Brown; will purchase and market properties; produce, package and sell motion pictures, television and radio productions. Beth Brown Enterprises, Inc. will also market premiums and sales aids.

Vice-presidents of the firm are Bonita K. Nelson, personal manager and literary agent, and W. Ware Lynch, head of the New York public relations firm which bears his name. Associated with them is Hal Adeloquist, writer and producer of motion pictures and television.

## Ehrlich To New Para. Post

NEW YORK—Henry N. Ehrlich has been appointed to the newly created position of western exploitation manager for Paramount Pictures, it was announced by Martin Davis, Paramount vice-president in charge of advertising and public relations. Ehrlich will concentrate particularly on implementing local and territorial marketing and merchandising campaigns.

## Embassy Ups O'Rourke

NEW YORK—John O'Rourke has been promoted to the post of director of exploitation for Embassy Pictures, it was announced by Leonard Lightstone, executive vice-president. O'Rourke replaces Charles Cohen, who has resigned.



# The NEW YORK Scene

By Mel Konecoff

THE PICTURE VERSION OF THAT PERENNIAL BEST SELLER, "THE BIBLE," IS about to get a royal launching by producer Dino De Laurentiis and his staff, even though no distribution deal has been closed as yet and its release is in the distant future—the fall of 1965. The 12 million dollar film is already the recipient of ad and promotion tie-ups worth thousands of dollars, according to publicity and advertising chiefs Lon Jones in Rome and Arthur Manson in the U. S.

Jones was in the U. S. with scene stills in color and black and white, which he planned to show to newspaper editors in 14 cities over a three week period. Cities to be covered were New York, Boston, Pittsburgh, Cleveland, Cincinnati, St. Louis, Denver, Houston, Dallas, Los Angeles, San Francisco, Philadelphia, Washington, and Chicago.

Manson reported that one of the biggest tie-ups ever arranged by a film company will be announced shortly, with the participating company featuring the film in monthly ads for the next year up to the opening. At the same time, this company, along with De Laurentiis, will inaugurate a priority plan for tickets for "The Bible" one year in advance of release and before the film is even completed.

Another promotion will be the publication of Christopher Fry's screenplay in a hard-cover book, which will be distributed to opinion makers, religious leaders, Sunday school groups, and colleges. The block-long billboard over Broadway, which De Laurentiis took over one year ago to announce the project, was estimated to have been seen by over 200 million people. It will be revamped so as to show scenes from the production. The sign is costing the producer \$123,000 a year, but he thinks the expenditure well worth it because of the promotion value.

The film, which went before Dimension-150 and Technicolor cameras last May, is now nearing completion with principal photography expected to wind up next Feb. 1. De Laurentiis and director John Huston, who may play the part of Noah, have decided a running time of three-and-a-half hours will be sufficient to tell the story properly. The pair figured that the pre-release publicity and promotion campaign would cost \$1,250,000 in the U. S. alone. They expected that if De Laurentiis didn't get the terms he wants from a distributor, he may well take on the initial distribution in key cities alone. Jones has been sending out 1,200 kits monthly to exhibitors throughout the world, and the result has been offers to play the film, to bid on it, and even to fly to Rome to make first-run deals.

Just to show how people are aware of "The Bible," Jones recalled how he came to Customs in his arrival here from Rome, and the agent asked what the huge volumes that he had with him were. Jones replied that they were press fotos. The agent perused some and asked were these on "The Bible." When Jones replied in the affirmative, the agent passed him through, not even bothering with his luggage, with the comment, "Good luck."

**A MATTER OF RELEASE AND PRINCIPLE: THE FIRM OF KANAWHA FILMS,** which is distributing "Knife in the Water" and "The Doll" and has now taken on "Les Abysses," the French entry at the Cannes Film Festival, doesn't want to be taken advantage of by exhibitors. Heads Paul Peralta-Ramos and Archer King figured that if they are going to wind up with very little money or none on their dates, that they would rather go into 16 mm and play neighboring colleges, etc. The pair are very concerned about the campaigns on their pictures and where they play them, and when exhibitors exhibit little interest in the campaign or the film, caring only what they can get out of it, the pair are disappointed. They thought more can be gotten out of a film's payoff if it is handled intelligently. They were shocked, too, at the expression that money isn't made in the theatre but at the settlement table later. This is the only industry, they said, where no one pays attention to contracts.

The pair have never had to go out and beg for bookings, and said if exhibitors don't want our films, we don't try to force them. They want to handle two or three features a year, preferring to enjoy what they are doing instead of trying to become the biggest company in the industry. They are making good profits operating along these lines. For instance, they paid \$7,500 for the distribution rights to "Knife in the Water" and have taken in close to \$100,000 thus far on about 150 dates. "The Doll" cost them \$10,000 for the U. S. and other territories, and they have 75 dates on this one and are doing quite well. The latest entry, "Les Abysses," cost them \$5,000 for the U. S. and Japanese rights. The latter, based on a French crime in the 1930's, will open here in November. It created a stir at Cannes because French industry sources were upset that this was the official entry over more expensive films. Its defense was taken up by France's intellectuals, who paid for ads supporting the choice.

The executives reported that Kanawha is going after the audience that still wants to see the small, artistic, offbeat picture that doesn't normally appeal to the huge masses either because of subject matter, treatment, or because it may be controversial. They felt that the art market is and can be profitable. How come the off-beat company name? Kanawha is a river in West Virginia and Peralta-Ramos' great grandfather started a railroad there. West Virginia, incidentally, is not proving a very good market for their films.

**PARTY NOTE: JOSEPH E. LEVINE, A NAME TO BE RECKONED WITH,** SENT A wired invitation to a bon voyage party for Carroll Baker to be held on the Queen Mary. She was to leave for the British premiere of "The Carpetbaggers" and also be transformed into a replica of Jean Harlow, whose life story she is filming for Levine.

The ship was late so another wire was in order changing the party to a bon voyage champagne breakfast. As we were contemplating how champagne would go with bagels and lox, along came another wire. More delays for the ship so the thing was now scheduled as another bon voyage evening party. Figuring the cost of the wires, Levine could have sent over the champagne and the bagels and the lox and even taken us along on the voyage to watch the Harlow transformation, as some of the elite of the press are doing.

## Naify Reports Progress In Locating D-150 Sites

NEW YORK—Marshall Naify, president of D-150, Inc., has returned after conducting meetings in Hollywood with associates in the Dimension D-150 organization, Dr. Richard Vetter and Carl Williams, executive vice-presidents, and Roy Evans, vice-president and sales manager.

The company officers reviewed in detail the results of the recent survey conducted to determine which theatres in the major domestic markets will readily accept the single-lens deeply-curved screen process.

The survey conducted by Carl Williams and teams of engineers visited 27 major markets. Thirty-one first-run roadshow-calibre theatres were found to be readily convertible to the new process without building or equipment modification. In these 31 theatres, existing projection and sound equipment can be used in the same projection booth. Further, the installation of the deeply-curved D-150 screen in each of those theatres needs no structural modification.

The new deeply-curved screen will be sold by D-150, Inc., only to those theatres booking product produced in the new process. However, following a D-150 run, the same screen can be used for all aspects and film sizes as determined by critical testing at the company's experimental theatre.

Naify stated that it is intended to continue the survey to cover additional domestic markets and then to cover major world markets abroad. "There is great interest in D-150," said Naify, "not only in the United States and Canada but abroad among producers and exhibitors who are naturally very much aware of the use of the process by Dino De Laurentiis, currently producing 'The Bible' with John Huston directing in many European locations."

## Liddiard Leaves Embassy-TV

LOS ANGELES—Jerry Liddiard, Embassy Pictures' west coast television sales manager, has resigned.

## AB-PT Plans Move

NEW YORK — American Broadcasting-Paramount Theatres, Inc., disclosed it agreed to rent almost all of a 40-story Manhattan office building being constructed by First National Realty and Construction Corporation, an investment builder, and its joint venturer, a small syndicate called Central Sixth Company.

Terms of the proposed 25-year lease, covering 344,000 of the skyscraper's 350,000 square feet of space, weren't disclosed.

AB-Paramount Theatres will consolidate its administrative offices in the new building on the Avenue of Americas between 53rd and 54th streets.

## Hialeah House Closed

MIAMI, FLA.—The Family, formerly the Art, Hialeah, has been closed by police action upon the order of Mayor Henry Milander because it was said to have lacked an "occupational license."

The theatre was closed by city fathers last spring when they objected to its showing nudist-type pictures. It was reopened by owner Ben Merkle with more conservative pictures, but lost money and again reverted to the nudist fare.

An ordinance closing the house permanently is being planned.



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# LONDON Observations

By Jock MacGregor

INTERNATIONAL CHIEF BARKER JIM CARRERAS CAME BOUNDING HOME from his American trip and visit to the TOA convention more enthusiastic than ever for the Variety Club movement. He is convinced the greatest years are ahead and is delighted with the pledges that he has received. Back in London, he attended John Golfar's party for launching the car raffle, which has become a major part of the annual dinner and ball, and convinced the committee that a target of \$100,000 was far too modest—that \$125,000 was more in keeping with the 100 wonderful prizes that are being offered for 35 cents a ticket. Everyone agreed that he had something.

THERE'S A CASE OF BRANDY FOR ME IF MORECOMBE AND WISE'S FIRST movie, "The Intelligence Men," gets released in America! The first I heard of them was many years ago when I was editing the letters page in *Picturegoer*, the fan weekly. I was looking for a filler to balance a layout, and just right was one extolling the virtue of this comedy team then touring north country music halls, and asking when a film producer would wake to their potential. The name stuck. Some years later, they started appearing on tv. Their billing grew until they had their own program with a 15,000,000 audience. I met them for the first time at the Pinewood lunch to launch the picture and recalled the letter. They remembered it too, and hastily added that they had not written it themselves. They are really sold on the movie, and if enthusiasm is anything, it is well on its way. It will be made by the Hugh Stewart-Robert Asher team, who had such a success with the Norman Wisdom comedies but could not agree on a new project for him. As we had one for the road in publicity chief Derek Coyte's office, they reminisced on their eight appearances on the Ed Sullivan tv show. They hope to do two more in the spring. I suspect I shall be drinking brandy next year. I shall certainly be keeping an eye on our mutual interests!

ALWAYS AN INVIGORATING MORNING IS THE ONE DEVOTED TO THE SCREENING of the prize winning cinema and tv commercials at the annual International Advertising Film Festival. Spontaneous applause greeted several. British producers were credited with making 18 of the 43 shown. Many top technicians fill in between features on this work. Dick Lester, for instance, who directed "Mouse on the Moon" and the Beatles "A Hard Day's Night," made two of the prize winners. . . . Robert D. Graff and Robert Emmett Ginna have completed filming "Young Cassidy," based on the late Irish playwright Sean O'Casey's autobiography, with almost as many dramas behind the scenes on location in Dublin as they have in the script. First, director John Ford was taken ill and replaced by Jack Cardiff. Actress Julie Christie had an appendectomy. The cast was badly bitten by bugs while filming in condemned tenements, one of which caught fire. The unit's safe containing \$2000 was stolen, and one actress walked out because there was too much sex in the film. . . . With great foresight, the Cinema Trade Benevolent Fund has been extended to encompass the tv world, and the Queen has granted her patronage to the newly named Cinema and TV Benevolent Fund. . . . The public is not to be fooled! While "How The West Was Won" continues to be a terrific hit in Cinerama and has opened well in 70mm, the special 35mm presentations have been disappointing. . . . Ken Winckles has been staggered by the successful experiment of a late night show on the last Saturday of the show casing of "Goldfinger" at nine London suburban halls. . . . Sue Lyon held court in the London press before going on a provincial boosting tour for "Night of the Iguna." Britain's first Miss Cinerama, Joan Lofthouse, whom I helped choose, was seen off on her SAS jetted vacation in Hollywood with a reception at the London Hilton. . . . That good hearted host to film celebrities Siegi Sessler of Siegi's Club, has laid the foundation stone of a boys' club which is being built with funds raised by such members as Frank Sinatra, Sammy Davis, Jr., and Carl Foreman.

IT WAS A QUICK DAY TRIP TO LEICESTER WHEN KEN WINCKLES OPENED a 830 seat stadium style road show Odeon on the first floor of a redevelopment of the former Gaumont site, which will include a shopping arcade and a restaurant. The Lord Mayor of Leicester conducted the formal ceremony. He recalled the history of the site and how the Romans had actually been defeated nearby. Indeed, it would not seem to be the luckiest place for Romans for the original plan had been to open the theatre with "Cleopatra." It was a nostalgic occasion for those veteran exhibitors, Mr. and Mrs. A. W. Black, for when the original 2000 seater was built on the site in 1923, she had booked the films. This is a smart promotion for the city is among the wealthiest in the country, and unemployment is virtually non-existent. Indeed, with three jobs reportedly for every girl, the problem is not getting patrons but usherettes. . . . It was a case of a hail and farewell at the two producer associations' monthly press conferences. At the British Film Producers, we officially met Admiral Sir Charles Evans, new director general, and sealed the relationship with a lunch at Quaglinos. With the most naval of red beards, he spent some time in Washington, D. C., with NATO, and boasts of having met both Johnson and Goldwater and their families. He will be fully blooded in the industry by leading the delegation to the British Film Week, which has been promoted by the Foreign Office in Prague. Immediately after the lunch, we were taken back at the Federation of British Film Makers to learn that the chairman, Lord Archibald, was going into semi retirement; secretary Andrew Filson becoming director; and his assistant, one time theatre manager, Brian Collis stepping up the secretaryship. It did not sink in, and we did not pay proper tribute. His Lordship, well known as George Archibald, has spent a life time in films. He started in the projection box as spool boy and has worked on every side of the industry. With him in the chair, no press conference was ever dull. At many, he quizzed the tradepapermen—he was indeed a tradepaperman himself once—more than we did him. We shall certainly miss him.



Television comedians Morecombe and Wise are seen with leading lady Jacqueline Jones and MPE's London editor Jock MacGregor, whom they have promised a case of brandy if their first film, "The Intelligence Men," which Rank is producing, gets an American release.

## Oscar Lax To 20th-Fox As Manager For Japan

NEW YORK—Oscar Lax has been appointed 20th Century-Fox manager for Japan, it was announced here by David Raphael, managing director of the international department. He succeeds Paul Mizukami who resigned. Lax will report to Geza Polaty, Far Eastern sales supervisor, in Tokyo.

The appointment of Lax, who was European Continental manager for Walt Disney Productions, is effective immediately and, according to 20th-Fox, denotes the growing importance today of the Japanese market and is further indication of the strengthening of 20th-Fox's international division.

Additional evidence pointing to the growth of the territory is the appointment of Kaoru Ogimi as the first Far Eastern advertising-publicity supervisor for the company. Ogimi also will be based in Tokyo.

Lax, who spent the past five years with the Disney Organization, previously has been with 20th-Fox in a variety of posts from 1941 to 1959. He was made assistant supervisor in the Middle East in 1947, and was promoted to assistant manager for Italy in 1949.

He became supervisor for the Middle East in 1951, which position he held until 1957. At that time, Lax was promoted to assistant manager for Europe, with headquarters in Paris. He remained there until he joined Disney.

A native New Yorker, he came to 20th-Fox as a member of the story department in the home office, and later was transferred to the advertising department. He served in the U. S. Army in Europe during World War II, and returned to 20th-Fox after the war.

## Pay-TV No Factor To CEA

LONDON—Cinema Exhibitors Association president Peter King has officially denied ex-president J. D. Richards' reported statement at the TOA Chicago convention that "CEA revised its position to permit the sale of five year old pictures to tv as a means of discouraging audience subscriptions to pay tv, which would be chiefly dependent on theatrical films."

"Whatever weight this point of view may have had with Mr. Richards," King stresses, "the decision of the CEA was reached as a result of lengthy consideration of a number of other and more immediately relevant factors."



# COMPO Urges Exhibs To Seek Aid From Congress On Tax Repeal Effort

NEW YORK — Since Congress has adjourned, C. Elmer Nolte, Jr., and LaMar Sarra, co-chairmen of the COMPO national tax campaign committee, have issued an appeal to all exhibitors to see their Senators and Congressmen as soon as they return home, and do everything possible to get from them definite pledges to work for repeal of the admissions tax on motion picture theatres.

"Specifically," say Nolte and Sarra, "we want Representatives and Senators, when the next session of Congress begins in January, to urge members of the House Ways and Means Committee and the Senate Finance Committee to make sure that repeal of the admission tax on motion picture theatres is definitely included in the excise tax reform bill that is certain to be introduced in the next session."

The Nolte-Sarra statement continues, "Since all of the House members and a third of the Senate are up for reelection, this is an ideal time for exhibitors to seek pledges of this support. These pledges should be obtained from all candidates, not only incumbents, but also their opponents."

"The need for quick and vigorous action is revealed in information that has just come to us from Washington. This is to the effect that the Treasury Department, in its recommendations to the next Congress for excise tax reform, will not recommend repeal or reduction for admission taxes. The designa-

tion 'admission taxes' applies to all admission taxes—at race tracks, baseball, pro football, etc., as well as theatres and concerts. Since these taxes, combined, amount to a considerable sum each year and are easily collectible at small cost, the Treasury apparently sees no reason for giving them up.

"But we want this excise tax bill to carry a provision specifically repealing the admission tax on motion picture theatres. It must be our job, therefore, to have all members of Congress join with us in persuading the House Ways and Means Committee and the Senate Finance Committee that this repeal should be part of the excise tax bill.

"Your national tax repeal campaign committee believes strongly that we must button down our case with Congress before Election Day. Indeed, your tax committee has good reason to believe that if this is not done, we shall face serious trouble when the excise tax reform bill comes up in the next Congress.

"We would appreciate hearing from exhibitors as soon as possible regarding their plans for approaching their Senators and Congressmen. We also ask that they send us reports on the response of the Senators and candidates they talk to. This information will be of the utmost importance to us when Congress reconvenes, and it is absolutely necessary that we have it if we are to succeed."

## Emb.'s "Harlow" Launched Aboard The Queen Mary

NEW YORK—"Operation Harlow," a six-day international pre-production build-up aboard the Queen Mary highlighted by the dramatic transformation of Carroll Baker into Jean Harlow, got underway in New York under the personal supervision of Joseph E. Levine, Embassy Pictures' president and producer of the forthcoming "Harlow," which Paramount Pictures will release world wide.

The opening event was a gala bon-voyage party for Miss Baker on the Queen Mary, at which Levine announced that "Harlow" would go into production in Hollywood at Paramount Studios on November 28th. Miss Baker starts rehearsals upon her return from Europe and the London premiere of Levine's "The Carpetbaggers."

Over 200 representatives of U. S., Canadian and overseas newspapers, magazines, trade publications, radio and television covered the party for Miss Baker. A number of these guests, including some flown here from Europe expressly for "Operation Harlow," accompanied Baker and Mr. and Mrs. Levine on the ocean voyage to Southampton.

During the five-day ocean voyage activi-

ties focused on "Harlow" around the clock. Press, radio and TV interviews were scheduled not only for Baker and Levine, but also for the make-up artists, hair stylists, dressers and other specialists transforming Miss Baker into Jean Harlow.

Miss Baker's arrival as Harlow at Southampton set off one of the most spectacular welcomes accorded an American film star. Covering the event in addition to those accompanying the actress from New York was a large delegation of reporters, photographers and radio and TV representatives from London. The party then proceeded to London for a full schedule of publicity activities and personal appearances for "The Carpetbaggers," which premieres tonight (Oct. 21) at the Plaza Theatre.

The Plaza opening and a gala ball that will follow at Claridge's Hotel, "will match any social event London has seen in years," according to Levine, who said that "The Carpetbaggers," which is the biggest non road show attraction in the United States "will set those same records throughout the world."

## AMPA Awards Luncheon Set

NEW YORK—Associated Motion Picture Advertisers' (AMPA) 1964 Awards Luncheon, honoring outstanding executives of the motion picture industry, will take place Thursday, Oct. 29 at the Americana Hotel here, according to Melvin L. Gold, president.

The appointment of the following commit-

tee chairmen was also announced: Norman Robbins, Awards Luncheon chairman; Sam Horwitz, ticket chairman and coordinator; Milton S. Greenman and Stewart Harnel, co-chairmen—program committee.

Tickets for the Luncheon may be obtained from Sam Horwitz—telephone CO-6-1001.

## ALBANY

A bizarre crash had an automobile smashing into the SW Strand boxoffice right in front of cashier Judy Farrell, who miraculously escaped injury. Manager Martin Burnett, also in the booth at the time of the accident, also was not hurt. Damage to the boxoffice was to foundation and two of its three windows. . . . Variety Club's first golf "Day" at Saratoga State Reservation and at Schine-operated Putnam Hotel was attended by 110, who enjoyed dinner in the Garden Room, where Chief Barker Adrian Ettelson presided and former chief barker Al Kellert directed the awarding of the many prizes. . . . Bob Adler, former Allied Artists salesman, checked out as distributor chairman for the area exchange district Will Rogers Hospital Drive with a resounding \$13,420 total. Dave Litte, new United Artists salesman, took Adler's place.

## ATLANTA

A ribbon made of 100 dollar bills was presented to Val Sheridan, United General Fund chairman, by Weis Theatres in a ceremony marking the opening in Macon, Ga., of the new Weis Drive-In. . . . Charles Goggans will open a new theatre in Lanett, Ala., to be known as the Golden Rocket. . . . Nat Williams, Thomasville, Ga., will reopen his Ritz, Thomasville, Ga., as well as the Star, Quitman, Ga., and the Roxy, Quincey, Fla. . . . The Supreme Court has been asked to sustain a trial court's ruling which rejected charges by Buckhead Theatre Corporation that practices banned under the Consent Decree had persisted in the Atlanta area from 1952 to 1961. The major distributors told the court there was no merit to Buckhead's charges.

## BUFFALO

Folks in all branches of the industry in the Buffalo exchange area are mourning the passing of Miss Marion M. Ryan, 63, for 35 years office manager of the Buffalo branch of Metro-Goldwyn-Mayer. "Min" as she was affectionately known, died in her home. Al-

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though she had been ailing for an extended period, she was "on the job" right up to several days before the end. Miss Ryan's career in the distribution department of the industry extended over a period of 47 years. She joined Goldwyn Pictures in Buffalo in 1917 and continued with the company when it became Metro-Goldwyn and eventually Metro-Goldwyn-Mayer. . . . Joe Garvey, manager, Schine's Granada, deluxe suburbia house in north Buffalo, has lined up some notable attractions for coming weeks, including "Where Love Has Gone," starting Oct. 28; "Mad, Mad, Mad, Mad World," starting Nov. 11; "Goodbye, Charlie," beginning Nov. 18; and "My Fair Lady," starting Dec. 23, the premiere of which is to be sponsored by Tent 7, Variety Club of Buffalo. . . . Menno Dykstra, veteran exhibitor of Williamsville, has opened his Glen for the fall and winter season, and is featuring German films on Sunday and Monday evenings. . . . Buffalo area drive-ins are getting deeper into the first-run field, with five theatres so engaged last week. The Broadway and Wehrle combined with Shea's Buffalo for a simultaneous engagement of "Woman of Straw," and the Aero, Sheridan, and Star offered a first-run of "The Lively Set."

## CINCINNATI

The stepped-up trend in movie attendance which developed during the summer months is being carried over into the first months of the fall-winter season. Whipped up by smart promotions, the curiosity and desire to see new products is evident at most first-run theatres. "Topkapi," which opened Oct. 14 at the Albee, is being boosted along by clever promotional stunts, assisted further by the "word-of-mouth" routine from business people who previewed the film. Films playing the Keith have been featured on the popular WKRC-TV "Dialing for Dollars" program during the past six weeks, and there has been a gratifying response noticed at the boxoffice. Times Theatres has developed a sophisticated approach to advertising its films with results being most satisfactory. . . . "My Fair Lady," which opens at the Valley Nov. 9, has already set a house record with the first four nights of opening week sold out. E. B. Radcliffe, Enquirer movie critic, who has been plugging "Fair Lady" since early last spring as a money raiser for charitable organizations, must feel gratified that The Woman's Club, the Isaac Temple Sisterhood, the Resident Home for Mentally Retarded of Hamilton County, and the Bob Hope House Children's Fund, followed his advice. . . .

Mike Beinler, MGM field man, has been visiting area major colleges to set-up promotions for "Young Lovers," which opens here Oct. 28 in six suburban houses. Smauel Goldwyn, Jr., director, was scheduled to be here Oct. 12-13 to assist in the promotion. . . . Peter Palazzolo, vice-president, Cincinnati Theatres; his brother, Dominic Palazzolo; and Lester Wagner have formed Midwest Marketing, Inc., a sales service primarily in the food field, with offices in the Hyde Park Shopping Center, owned by the Palazzolos. Pete, president of the Shopping Centers of Greater Cincinnati, Inc., with other family members has owned and operated several Greater Cincinnati restaurants, including Caproni's and the Isle of Capri.

## COLUMBUS, O.

Ron Pataky, theatre editor, Columbus Citizen-Journal, will be in Paris the week of Oct. 26 to cover location work on the

Elizabeth Taylor-Richard Burton feature, "The Sandpiper." He will vacation in Rome and Athens the week of Nov. 1. . . . Loew's Ohio will present the closed circuit telecast of the Joey Giardello-Rubin Carter middle-weight championship fight Oct. 23. . . . Ken Prickett and Mrs. Prickett have returned from a vacation in Jamaica. Prickett relayed information that the Steubenville, Ohio, city council tabled until mid-November an application for a franchise for a community antenna television system sought by a group of promoters from State College, Penna. . . . Underground parking garage at the State House, to open Nov. 16, will remain in operation seven days a week, 24 hours a day. State street entrance and exit ramps are located across from RKO Grand entrance and within a few steps of Loew's Ohio and Hartman legitimate theatre.

## DALLAS

June Wilkinson, one of the stars of "The Candidate," paid a visit to Dallas in behalf of the film which opened at four local D-I's. . . . Plans are for the showing of George Stevens' "The Greatest Story Ever Told" to open a road show engagement at the Capri, local Cinerama playhouse, on Feb. 5, 1965. . . . Funeral services were held here for Howard C. Federer, Sr., 62, who recently died at his home in Oklahoma City. Federer was president of State Theatres for many years and operated the Center and State in Oklahoma City. Survivors include his wife, a son, his stepfather and two grandchildren. . . . John Adams, executive vice-president here for Interstate Theatres, Inc., has announced that the circuit will build a new theatre in Richardson, Tex., the firm's first new theatre in Dallas County since 1949. Construction is expected to start about Nov. 1. Named the Westwood, the new theatre will be built in the Westwood Shopping Center. Jack Corgan, who specializes in theatre architecture, designed the \$350,000 building. Opening date is planned for June 1, 1965. Seating capacity will be 1,000. Exterior of the structure will be of antique brick. The Westwood will be the 11th theatre in the Dallas area operated by Interstate Circuit, Inc., which is headed by Karl Hoblitzelle. . . . Harold Goodman, manager, Denton Road D-I, gave away recordings of "When It's Lamplighting Time In The Valley" recording on Epic by the Honeydreamers. It's a song which Goodman wrote more than 30 years ago. . . . Jack Walton has joined Seven Arts, which has opened offices in the Tower Petroleum Bldg. Walton was previously with Don Kay Enterprises. Harry Goldstone, general sales manager, Seven Arts, was here to help in the establishment of the new office and calling on the trade. . . . Gerry Haile, assistant manager, Paramount exchange, has a cast over his right arm after slipping and suffering a broken bone in the hand and wrist. . . . John Howley, Oklahoma City, has taken over duties as southwestern publicist for the Metro-Goldwyn-Mayer office here. . . . J. C. McCrary is new city salesman for 20th Century-Fox. He was previously at Magna Productions. McCrary replaces Loyd Edwards, who was promoted to manager at the Memphis exchange.

## DENVER

Area around Canon City, Colo., has been the scene of filming for Columbia's new picture, "Cat Ballou." Harold and George McCormick, exhibitors there, had bit parts, and their Skyline theatre facilities were used for

looking at the "rushes." . . . Pat McGee has been arranging territorial breaks on his new release, "Black Fat Pussy Cat." . . . Sam Dunevitz, Exhibitors Booking Service, is in Rose Memorial Hospital following a heart attack. . . . Bob Tankersley is back in Denver at his Western Service and Supply office after attending the T O A convention in Chicago. . . . Ruth Rossbach, United Artists cashier, has been hospitalized as a result of an automobile accident. . . . The Rocky Mountain Motion Picture Association luncheon at Hotel Diplomat was hosted by Chick Lloyd and Murray Gerson, American International Films. Judge Phillip Gilliam, Juvenile Court, was speaker. . . . Mary Louise, daughter of Don and Pat Monson, Ute; Rifle, Colo., was married to Warren L. Searles. Ceremony was in Glenwood Springs, Colo.

## HOUSTON

Prince John von Badenburg, managing director, Art Cinema, will inaugurate a series of champagne party openings. The first will be held on Oct. 22 for the opening of Federico Fellini's "8½." . . . Walter Elliott, winner of the Academy Award for sound effects for his work in "It's A Mad, Mad, Mad, Mad World," was visiting his son, Bob Elliott, in Houston. . . . Ballot boxes have been placed in the lobby of each Interstate Theatre in the city. As patrons walk into the theatre, they drop their ticket stubs into either the GOP or Democratic box. At the end of each theatre week, the tickets are counted and results sent to the home office in Dallas, where the results are tabulated and percentages estimated. The balloting will close on Oct. 29. The polling was first started by Karl Hoblitzelle, president of Interstate in 1952, and the Interstate polls have predicted accurately the way Texans voted during the past three presidential elections. . . . A number of local D-I's were showing "The Fall of the Roman Empire" as part of a double bill with the Jerry Lewis comedy, "It's Only Money."

## JACKSONVILLE

Louis J. Finske, president of Florida State Theatres, was the guest of honor at a surprise birthday party given for him by other company officials and employees in the FST home office conference room. He and Mrs. Finske had just returned from a European vacation trip. . . . The new Brandon Theatre, Brandon, central Florida, a 500-seater, is scheduled to open about Nov. 1 by owners J. M. Sheppard, Jr., and Marvin Skinner. Bookings for the Brandon are being handled by Marvin Skinner, local independent booker, who has the same name as the co-owner of the Brandon but is not related to him. . . . Don Weidick, veteran booker on the staff of Ed McLaughlin at Columbia, is to replace Al Svoboda as a salesman on Charley King's staff at AIP. Al is being transferred to the AIP home office in Hollywood for work in the national advertising field. . . . W. A. "Bill" McClure, Universal manager, accompanied Robert Wilkinson, Universal assistant general sales manager from New York, and Pete Rosian, Universal supervisor from Cleveland, on a trip to Miami where they called on circuit and independent exhibition leaders. . . . John Daniel has reopened his Star, Sanford, after closing it for the summer. . . . When upward of 50,000 persons flock to this city's Arts Festival VII, being held at the Civic Auditorium, a large group of WOMPI members will join hands with other cultural forces and art groups in manning a display booth of the San Marco Art Theatre. The WOMPIs have also volunteered their services as at-



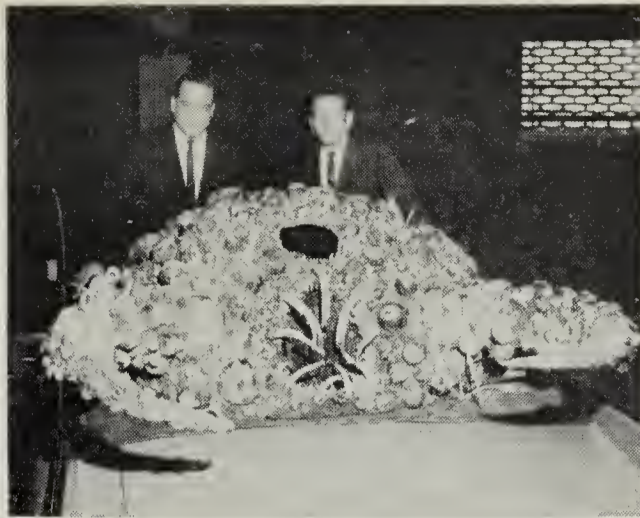
tendants at the display booths of other art groups. . . . The Atlantic Coast Line railroad has already reserved a special coach for local WOMPI members who will journey to the WOMPI convention in New York next September. . . . W. A. McClure, Universal manager, and Ed Bledsoe, Universal salesman, visited the offices of Cannon Theatres in Lake City. . . . Louise Shevada is the new secretary to Bob Bowers, Allied Artists manager, succeeding Dot Edrington, who resigned. . . . It is reported that Nat Bernstein has leased his Dixie, Miami, for conversion into an art theatre.

## KANSAS CITY

All that glitters here as "Topkapi" bowed at the Capri were precious gems and jewels—the prizes won by localites taking part in a big-time promotion. The jewels, \$2,500 worth including a \$1,000 emerald, were furnished by Tivol Jewelry Company in a tie-up with KMBC-TV-AM-FM and Durwood Theatres. After hearing a series of teasers about precious "Topkapi Capsules" aired the previous week, KMBC listeners began to search for them in earnest as actual clues to their whereabouts (hidden in various sections of the metropolitan area) were broadcast thicker and faster as opening night neared. Convinced that word of mouth would help to put this film in orbit, United Artists and Durwood staged a sneak preview at the Roxy, with 400 invited. On opening night, 300 more received invitations, more than 100 of them hand carried by a costumed "sultan." Picture won huzzas from Kansas City Star motion picture critic Giles M. Fowler and raves from all previewers, said M. Robert Goodfriend, Durwood general manager here.

## MEMPHIS

Another downtown house, the State, formerly a Loew's house operated by Gulf States Theatres, Inc., McComb, Miss., has a reprieve from a threatened closing because of lack of product. Bob Boovy, film buyer for Gulf States, has announced bookings he hopes will keep the house open at least until Christmas. Previously, manager Zeva Yovan had been notified the house might close in October. "The Secret Invasion," "Four Days in November," "Invitation to a Gunfighter," and "Lilith" have been booked. "We're having a terrible time getting pictures, and if we can't get the kind of pictures that will do business, we may have to close," stated Boovy. . . . The local Board of Adjustment has delayed a decision on an application, which, if granted, would permit the construction of Shelby County's first twin-screen motion picture. Miss Amelia Ellis, veteran theatre owner and operator of the Frayser Drive-In, proposes to build the drive-in near Whitehaven, a fashionable suburb of Memphis. . . . Malco Circuit announces the reopening of U Ark, Fayetteville, Ark. . . . Grover Wray, Exhibitors Services, reports that Bel Air Drive-In, Centerville, Tenn., closed for the season. . . . Ritz, Nettleton, Miss., has closed. . . . Mrs. Jack LeMaster announces the opening of Benoit, Benoit, Miss. . . . Donald W. Curaton has requested Film Transit to begin service for A & T, Vandervoort, Ark. . . . Mrs. Edith Mae Hansen is no longer connected with Ozark, Hardy, Ark., and the house is operated by Mrs. Ruth Thompson. . . . Better Films Council selected "Kisses for My President" as the Best Family Movie of the Month, and "Fall of the Roman Empire" as the Best Adult Movie of the Month. . . . Again this fall, screen classics will be offered by Memphis State University and the Adult



Clayton Pantages, left, general sales manager, Cinema Distributors of America, shows the monster created for exploitation of "Flesh Eaters" during its recent Philadelphia area break. With him is Ross Wheeler, who was in town with him on the promotion.

Education Center at Southwestern. . . . Cecil W. Sherwood and William M. Majors have been indicted by the Shelby County Grand Jury on charges of possession, for the purpose of exhibition, obscene prints and pictures. Sherwood is manager and Majors is projectionist at the Ritz, a house in the Negro section of Memphis. "Soft Skin on Black Silk" is the motion picture on which the indictments were based. Vice squad officers made the arrests at the house on Aug. 20. Sherwood stated in court that his booking office in Nashville had ordered him not to show the movie two hours before his arrest, but that a vice squad officer ordered Majors to show it. The vice squad officer denied the charge. Sherwood and Majors are free on \$250 bonds each. Previously, in city court, Sherwood had been fined \$51 in connection with the showing, but the city charge against Majors had been dismissed.

## NEW HAVEN-HARTFORD

A. M. Schuman, president, Park St. Investment Company, owners of the Central, West Hartford, and Lyric, Hartford, and his wife, Carla, have returned from an extended tour of Europe and the Soviet Union. . . . Two more small-town Connecticut situations—the Rialto, Windsor Locks, and the Abbey, Southington—have resumed operations. The theatres, owned by Windsor Locks Rialto Corporation and Southington Colonial Corporation, respectively, are open Fridays through Sundays. . . . Allen M. Widem, Hartford Times amusements editor, addressed a Capitol City Kiwanis Club luncheon at the Shoreham Hotel. Speaker was introduced by Alfred Alperin, Hartford resident manager for Smith Management Company. . . . Perakos Theatre Associates concluded a highly-successful promotion at the Plaineville Drive-In, awarding a 1965 Ford to a lucky ticket holder. The plan, devised by Peter G. Perakos, Jr., circuit office manager, called for admitting free drivers of all Ford cars (remainder of passengers in same vehicle charged regular admission) on Tuesdays, designated as Ford night. A New Britain dealer provided the car in return for extensive Perakos promotion. . . . Associates gathered to toast Tom Gannon, assistant manager, American Theatre Corporation's Capitol, New London, on his 65th birthday. . . . Hartford visitors were Ernie Emerling and Russ Grant, Loew's Theatres, New York. . . . James M. Totman, Stanley Warner New England zone manager, has announced promotion of Harry Corlew from managership of the Warner, Lynn, Mass., to supervision of the Garde, New London, Conn.,

and return of Ray Saulnier to the circuit as Corlew's Lynn replacement. Normand Chasse has been named acting manager of the deluxe Cinemart, Hamden, succeeding William Elder, who has left the circuit. . . . Franklin E. (Fergie) Ferguson, general manager, Bailey suburban circuit, booked a "live" attraction at the first-run Whalley, New Haven, presenting the New York Children's Theatre's "Looking Glass Revue." All seats sold for \$1.50. . . . Lee Rosenberg, formerly on projection staff of Loew's Poli-New England Theatres, Inc., has joined staff of the city of New Haven. . . . Actress Shelley Winters will receive an award from Ararat Chapter, B'nai B'rith of Hartford, at an Oct. 21 luncheon in the Capitol Ballroom of the Statler Hilton. . . . WHCT-TV (channel 18), America's first over-the-air subscription tv experiment, has signed to carry the world middleweight championship bout between Joey Giardello and challenger Rubin (Hurricane) Carter from Las Vegas Oct. 23.

## NEW ORLEANS

Leonard (Tom Mix) Boyer, a beloved Film Row character and operator of the only known one-man pick-up and film delivery service, died of a lengthy illness, at the age of 57. . . . MGM's vice president and general sales manager Morris Lefko was in and conducted a merchandising conference for the company's \$50,000 national sales drive at the Fountains-Motor Hotel. Other MGMites at the meeting were Lou Formato, assistant general sales manager; Irving Helfont, Formato's assistant; Jay Eisenberg, sales department legal advisor; Fred Hull, southwestern division manager; and Herb Benin, southern division manager. . . . Octogenarian Frank Silver, father of Joe Silver, 20th-Fox; and Al Silver, Film Inspector Service, was recovering from surgery at Montelepre Hospital. . . . Variety Club Tent 45 will hold a benefit premiere of Walt Disney's "Mary Poppins" at the Martin Cinerama on Oct. 29. . . . Martha Froeba, Columbia's former 'hello girl' has been moved to the booking department to replace Mrs. Grace Wiegand, resigned. . . . Gulf States Theatres have acquired Mrs. Nell Renfro's Ren Drive-In, McComb, Miss. . . . J. E. Adams has suspended operation of his Dixie Drive-In, Columbia, Miss., except on week-ends.

## PHILADELPHIA

Variety Club, Tent 13, will hold a Halloween Party on Oct. 31 at the Bellevue-Stratford Hotel clubrooms. Reservations are limited at \$7.50 per couple. . . . Jack Vandervere, Triangle Sign Studios, visited the World's Fair; brought back some color photos. . . . Dave Milgram, Milgram Theatres, left for a west coast visit during which he will look over potential product for his Fox. Milgram will also visit the City of Hope Hospital, a cause for which he is active in the territory. The hospital will honor Milgram at a Philadelphia banquet in the near future.

## PORTLAND

Ed Fessler, Cinema 21 and Fine Arts executive manager, reports his run of "The World of Henry Orient," the Peter Sellers comedy, as one of the longest runs in the United States. The picture is now in a 15th week in the small suburban theatre with boxoffice on the increase. . . . The Reporter, tabloid daily started here Feb. 11, 1960, by striking employees of The Oregonian and Oregon Journal and by labor interests, an-

(Continued on page 22)



## Showmanship All The Way Keys Alliance Fall Meet

CHICAGO—In an atmosphere of splendor resembling the political headquarters of a major party, Alliance Amusement Company held its 29th annual fall meeting at the Van Orman Hotel. The theme was showmanship all the way. The speakers' table was described as the cabinet; the 80 managers were the delegates; and the three diversified endeavors theatres, Mc Donalds Restaurants, and CATV—All had their special platforms to outline their formula to success.

The keynote speaker was S. J. Papas, executive vice-president, who was followed by S. J. Gregory, president and founder of the company.

Gregory stated that theatres, Mc Donald's and CATV were all very successful, which in business circles can be described as perfect diversification.

All cabinet members and delegates were made aware of the fine product ahead, and then \$10,000 in cash prizes were distributed.

Gregory stated that "Showmanship" was the life blood of our business, and he would personally give a \$500 first prize to the manager that performed the most outstanding deeds in showmanship for the month of January, 1965.

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Seen above are the "Cabinet Members" of the Alliance Amusement Company at their recent meeting at "showmanship headquarters" at the Van Orman Hotel, Chicago. From left to right are Lewis Harris, James Gregory, John Doerr, S. J. Gregory, president; S. J. Papas, executive vice-president; Pat Panagos, and Dino Tubekis.

### Portland

(Continued from page 21)

nounced publication would cease. A publisher's statement announcing the end added: "However, sources of financing outside the company, but unknown to us, might be available." . . . Martin Schnagel, for 18 months branch manager for Warner Brothers here, returns to Los Angeles with his wife and infant. Ed Bramwell, 25 years with the Universal staff here, leaves his post as office manager to join the Warner Brothers organization. . . . John Creighton, assistant to Rex Hopkins, Fox-Evergreen manager and manager of the Orpheum, returned following a vacation to Santa Domingo with a bride—Virginia Miguelina Alfaro, daughter of Manuel Alfaro of Santa Domingo. Creighton's father is Col. James R. Creighton, diplomatic service aide in the Santa Domingo republic. . . . Morris Chalfen's "Holiday on Ice" presented eight performances here including three matinees. The opening night was a sell-out to Fred Meyer Stores, independent supermarket chain here.

### ST. LOUIS

The Apollo Art held an Italian movie festival. A special showing was arranged by Pasquale Antonio Balducci, Italian consul in St. Louis, and Unitalia Film in Rome. . . . The All Star Drive-In, Holcomb, Mo., reopened. The drive-in had closed Aug. 7 when the screen tower blew down. Mr. and Mrs. Fred Fanning, who had purchased the drive-in on July 31, are planning other improvements. The Fannings also operate the Liberty, Malden, Mo. . . . The Chandlerville, Chandler-ville, Ill., has been sold by DuWayne Thomas to Mr. and Mrs. John Logue, Springfield, Ill. The Logues plan to open the theatre shortly. . . . The Lemay, St. Louis county, reported that burglars stole a total of seven rings bearing the pictures of "Beatle" George Harrison. The total value of the loot was \$2.03. Police said that the thieves forced a side door of the theatre and pried the lock from the case where the rings were displayed. Theatre owner Mrs. Ella Marty wasn't too unhappy over the loss as the George Harrison rings weren't selling nearly as well as those bearing the pictures of Ringo Starr and Paul McCartney. . . . The Boris Goldovsky Opera Theatre will present "L a Boheme" on the stage of the St. Louis on Oct. 21, with Goldovsky as the conductor. . . . "Mary Pop-pins" will open Oct. 22 at Loew's Mid City

with a benefit premiere sponsored by the St. Louis Society for Crippled Children in cooperation with Famous-Barr Co. All proceeds from the premiere will go for the care and treatment program at the training center of the Society. . . . The Saint Louis County Council has passed an anti-loitering ordinance applicable to all unincorporated areas of St. Louis County. Several municipalities are readying similar ordinances for passage. The County ordinance allows county police to arrest those loitering about all places of amusement, including theatres. . . . The new Crestwood, operated by Mid-America Theatres, secured a permit to construct an additional parking area adjacent to their original parking lot. Mid America recently completed a second parking lot for their Esquire. . . . H. E. McManus, General Cinema Corp., has announced the appointment of Lou Marcks as manager, suburban Grandview Cinema.

### SAN ANTONIO

All Downtown Interstate Theatres are calling attention to the forthcoming opening on Nov. 11 of the roadshow engagement of "My Fair Lady" at the Broadway. . . . New neon lighting has been added to the marquee of the Empire, giving the theatre a bright new look. . . . All local Interstate Theatres have ticket containers in the lobby to enable patrons to vote in the Straw Vote contest being conducted by the Interstate Theatres throughout the state in the Presidential contest. . . . Earl Podolnick, president of Trans-Texas Theatres, with headquarters in Dallas, who makes his home in Austin, Tex., has announced that the circuit will begin construction soon on a new 830 seat theatre in Austin, to be known as the Americana. The theatre will be equipped with 70mm projection, as well as conventional 35mm, and a modern stereophonic sound system. The Americana is expected to be completed in late February or early March. . . . Fred McHam, manager, Strand, Wichita Falls, Tex., is offering senior citizens a special discount admission policy. The discount admission is good anytime except for road show pictures. There are no dues or obligations or registration. All the senior citizens need do is to present to the cashier at the box office proof of age. . . . John W. Abbott, projectionist at the Del Norte D-I, El Paso, Tex., operated by Stanley Warner of Texas, is in the Southwestern General Hospital due to a heart strain.



# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICES** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO OCT. 21, 1964  
Vol. 72 No. 14

## BUENA VISTA

### Emil And The Detectives

COMEDY  
99M.

Buena Vista  
(Filmed In Germany)  
(Technicolor)

**ESTIMATE:** Engaging Disney comedy for family and young viewers in particular.

**CAST:** Walter Slezak, Heinz Schubert, Peter Ehrlich, Bryan Russell, Roger Mobley, Cindy Cassell, Brian Richardson, Bob Swann, David Petrychka, Ron and Rick Johnson. Associate producer, Peter V. Herald; directed by Peter Tewksbury; a Walt Disney presentation.

**STORY:** Ten-year-old Bryan Russell is sent by bus to his grandmother in Berlin, and his mother puts an envelope with a large amount of money inside his jacket. This is witnessed by Heinz Schubert, petty crook, who follows the boy onto the bus and at the right moment manages to steal the money. Russell awakes in time to follow him but can't interest a traffic policeman in arresting him. Roger Mobley, another boy, befriends Russell and offers him the services of his young band of private detectives to help recover the money. They follow Schubert to a meeting with crooks Walter Slezak and Peter Ehrlich, but lose them when they disappear in a pile of rubble, where Schubert is to dig a tunnel to a nearby bank vault. Russell gets too close and is captured by the trio while others cannot locate them. They get to the vault and force Russell to hand them the money through a small opening. Slezak and Ehrlich leave the boy and Schubert to die while they hurry off with the money. The other children spot them and follow while Mobley and the police save the others. The shadowing youngsters alert hundreds of other children to the load of money Slezak and Ehrlich are carrying, and they don't let them get away. The police finally step in and save the crooks. A reward is shared by the youngsters, and everything ends on a note of happiness, except for the crooks.

**X-RAY:** What happens when a youngster on his way to grandma with a pocketful of money for her has his pockets picked makes for fun-filled and sometimes suspense-loaded entertainment. Since it boils down to a group of youngster "private eyes" against a trio of adult crooks in the showdown, put your money on the youngsters. When it comes to viewers, youngsters and families, after proper-promotion, will be more than happy to bring their money to participating boxoffices to get their share of fun and well-made film fare. The acting, direction, and production are good. The screenplay by A. J. Carothers is based on the novel by Erich Kastner and permits young viewers to put themselves on screen in mental participation.

**TIPS ON BIDDING:** Okay Disney rates.

**AD LINES:** "Junior Private Detectives vs. Adult Crooks—The Result Is Hilarious High-Jinx"; "Fun For All The Family."

## COLUMBIA

### First Men In The Moon

MELODRAMA  
103M.

Columbia  
(Panavision)  
(Lunacolor)  
(Filmed in England)

**ESTIMATE:** Good science fiction entry.

**CAST:** Edward Judd, Lionel Jeffries, Martha Hyer, Erik Chitty, Betty McDowall, Miles Malleson, Lawrence Herder, Gladys Henson, Marne Maitland, Hugh McDermott, Gordon Robinson, Sean Kelly, John Murry Scott. Produced by Charles H. Schneer; directed by Nathan Juran.

**STORY:** A team of United Nations representatives finally lands a spaceship on the moon, only to find evidence that there has been an earlier landing some 60 years before. They transmit names found on a decaying paper back to earth, and a UN investigation team locates elderly Edward Judd in a nursing home in suburban England. He relates what happened those many years ago. In 1899, in his 20's, Judd moved to a country cottage to write a play. It is next to the home and experimental laboratory of Lionel Jeffries. Judd's fiancée, American Martha Hyer, visits him there. It seems that Jeffries has discovered a substance that eliminates gravity, and he is talking about a trip to the moon. Judd thinks this might be the answer to some of his financial difficulties, puts some money into the project, and agrees to go along. As their space ship is ready to take off, Hyer gets too close and is taken aboard for her own safety. They do land on the moon. The top is barren, but beneath the surface, they discover weird beings resembling giant ants. Jeffries cooperates with them, wanting to communicate and learn of their world, with the energy for their equipment coming from the sun. Judd and Hyer decide that it's time to return, and they seek to persuade Jeffries to come along. He elects to remain behind. They do eventually reach earth, it is presumed. Back to the present, the team on earth find the caverns he has described but no signs of life. There is only decay and evidence of some form of contamination. Judd then recalls that Jeffries had a terrible cold when they last saw him, and it is presumed that he spread his germs to the moon beings.

**X-RAY:** This science fiction entry is well-made, interesting, and full of visual magic. It provides bits of fun as well here and there, and should prove a substantial attention-getter. The exploitation possibilities are almost limitless in these days of space development and talk of moon expeditions hitting the papers daily. The only way the entry could be more timely is for the first rocket ship to find that producer Schneer and associate Ray Harryhausen have been there ahead of them to get some of the realistic-looking foot-

age. The use of color is a decided plus. Added to the efficient performances, fine direction, and superior production values, it makes for quite a show. The screenplay is by Nigel Kneale and Jan Read, based on the H. G. Wells novel.

**TIPS ON BIDDING:** Higher program rates.

**AD LINES:** "What Awaits The First Men On The Moon? Don't Miss The Thrill-Packed Answer"; "The Science Fiction Thriller That Will Become The Headlines Of Tomorrow."

## CONTINENTAL

### Mediterranean Holiday

TRAVELOGUE  
128M.

Continental  
(Cinemascope)  
(Technicolor)

**ESTIMATE:** Excellent travelogue.

**CREDITS:** Captain Skoglund and Officers of The Flying Clipper; host and narrator, Burl Ives; narration written by William Lovelock; produced by Georg M. Reuther; directed by Hermann Leitner and Rudolf Nussgruber.

**STORY:** Swedish student cadets take off from Goteborg on The Flying Clipper, three-masted topsail schooner of the Swedish Merchant Marine, on a training cruise to the Mediterranean. They visited Portugal, the sardine fishermen, and Lisbon; Yugoslavia, where native dancers get their attention; Egypt, where some of the crew take a side trip up the Nile to visit the ruins, the tombs, the pyramids, the Sphinx, etc.; and Lebanon, where they go skiing on the slopes of Mount Lebanon. On to Turkey and Istanbul, where a camel fight is staged and where the Janissaries military band parades. One of the boys suffers an appendicitis attack, and is operated upon by the medical staff of the U.S.S. Shangri La where, during his recuperation, he watches planes take off and land on the big carrier's deck. Next, Greece is visited and the Acropolis, Delphi, Olympias, and Meteora are seen. Then comes Naples, Italy; the French Riviera; Monaco, where the Grand Prix auto race is caught; and finally Spain, where Barcelona, and its "Guardia di Barcelona," world famed horseback riders, go through their intricate maneuvers; Granada; and Seville, where the Holy Days' observation is contrasted with the gay celebration of the Feria, including a bull fight.

**X-RAY:** Originally made for a large-screen Cinerama-like process, this is now being released in Cinemascope and Technicolor. It is an excellent travelogue boasting exquisite Technicolor photography and a wealth of unusual shots encountered by the young tourist sailors. The shots at sea, the aerial photography, etc., are brilliant. Resembling "Windjammer" in many respects, this effort is a lengthy but brilliant job that deserves being seen and requires special handling to reach a desired audience. Commentary is most intelligent, and the sea chanties by Burl Ives are fine, as are several songs by Katyna



Raniere. There is plenty of action, and sought out have been many oddities rarely seen. This camera visit to the places mentioned is nearly as good as a personal trip. Put it down as a most commendable cinema effort.

AD LINES: "You Sail Away And Live All The Excitement Your Mind Ever Imagined"; "A Never To Be Forgotten Film Vacation."

## MGM

### The Young Lovers

(6505) DRAMA  
MGM 108M.

ESTIMATE: Adult drama of college love should attract.

CAST: Peter Fonda, Sharon Hugueny, Nick Adams, Deborah Walley, Beatrice Straight, Malachi Thorne, Kent Smith, Joseph Campanella, Jennifer Billingsley, Nancy Rennick. Produced and directed by Samuel Goldwyn, Jr.

STORY: The relationship between Peter Fonda and Sharon Hugueny begins innocently enough with meetings at the apartment Fonda shares with Nick Adams. They are soon caught up in a deeper attachment which culminates in trysts in a cave along a lonely beach. Fonda spends the night at her home when her widowed mother, Beatrice Straight, is away. It is a happy, carefree college "affair" until Hugueny discovers she is pregnant. Marriage seems out of the question to Fonda, who has little money and who feels such a step would jeopardize the opportunity offered him by a fellowship which he can get only if he passes all his courses and graduates. Hugueny feels that the only solution for her is to risk an abortion and then to put Fonda out of her life forever. She does visit an abortionist, but is scared off. However, they meet their problem and resolve it as more mature and responsible persons. The problem of Adams and his girl, Deborah Walley, who must face a two-year separation when he is drafted into the Army, is also resolved.

X-RAY: Given a definite adult treatment this seemingly authentic drama of revolution in morals of today's college students has been given excellent production and direction, and is finely enacted by its cast of youthful stars. From a novel by Julian Halevy, with screenplay by George Garrett, the subject matter may prove controversial as it stresses frankly the emotional involvement of young people at the college level. There are a few cliches mixed in the telling, but generally this should find audience appeal. The picture has been given a big college campaign by Goldwyn, Jr., and the added sell at this level should also help.

AD LINES: "There Is a Moment When The Rest Of The World Ceases To Exist"; "A Story Of Love Before Marriage."

### Your Cheatin' Heart

(6509) MUSICAL DRAMA  
MGM 99M.  
(Panavision)

ESTIMATE: Country music entry is fair programmer.

CAST: George Hamilton, Susan Oliver, Red Buttons, Arthur O'Connell, Shary Marshall, Rex Ingram, Chris Crosby, Rex Holman, Hortense Petra, Roy Engel, Donald Losby, Kevin Tate. Produced by Sam Katzman; directed by Gene Nelson.

STORY: This is the story of Hank Williams (George Hamilton), never formally educated in music, who learned folk songs and country music from elderly Negro Rex Ingram. As a guitar-strumming singer and pitchman in a medicine show, he meets Susan Oliver and Red Buttons, hillbilly performers during the depth of the depression. They recognize his talent, and he joins them. Oliver and Hamilton marry, and planning for their future, she pushes him into better things through agent Arthur O'Connell. As the money starts rolling in, they spend it like there is no tomorrow, but Williams is not happy. He wants to get closer to the people. He develops a drinking

problem, and this slowly alienates him from his friends and even from Oliver. He becomes a hit on the "Grand Ole Opry," top show in the country-western music field, but drink gets the best of him. O'Connell and others can no longer rely upon him. Even the birth of a son fails to bring him out of his alcoholic rut. O'Connell cancels his engagements and forces him into a layoff. Finally, O'Connell gets him a small time vaudeville date, believing Hamilton is back on the wagon. However, while he is en route to the date, he is killed in an automobile accident.

X-RAY: The success of this attempt to tell "The Hank Williams Story" depends upon the popularity of this known singer and that of western-country music. Quite a flock of this type music is heard. Performances, production, and direction are first rate, but the nature of the story, a study in alcoholism, and the unhappy ending may motivate against things. Red Buttons in a straight dramatic role is okay, but many will miss his comedy efforts. Giving credit where credit is due, it must be stated that George Hamilton turns in a fine performance as Williams. This was written by Stanford Whitmore.

AD LINES: "The True Hank Williams Story"; "A Man As Unhappy As His Throbbing Folk Songs."

## PARAMOUNT

### The Caddy

(R-6402) COMEDY  
Paramount 95M.  
(Reissue)

ESTIMATE: Reissue should have Martin-Lewis appeal.

CAST: Dean Martin, Jerry Lewis, Donna Reed, Barbara Bates, Joseph Calleia, Fred Clark, Clinton Sundberg, Howard Smith, Marshall Thompson, Marjorie Gateson, Frank Puglia, others. Produced by Paul Jones; directed by Norman Taurog.

For complete review, please refer to page 3597, issue of Sept. 9, 1953.

### Where Love Has Gone

(6404) DRAMA  
Paramount 114M.  
(Techniscope-Technicolor)

ESTIMATE: Adult drama with particular appeal for women has big boxoffice potential.

CAST: Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton, Jane Greer, DeForest Kelley, George Macready, Anne Seymour, Willis Bouchee, Walter Reed, Ann Doran, Bartlett Robinson, Whit Bissell, Anthony Caruso. Produced by Joseph E. Levine; directed by Edward Dmytryk.

STORY: Michael Connors, partner in a building construction company, divorced from wealthy sculptress Susan Hayward, rushes back to San Francisco when he learns that his daughter, Joey Heatherton, has murdered a man. His plane is met by family lawyer George Macready, who callously engineered his divorce which deprived him of visiting his daughter. Macready now needs him to provide a favorable family setting for her hearing in Juvenile Court. Connors makes it clear that he wants Heatherton's custody when the case is resolved, but Macready indicates that there isn't a chance. Connors' return revives memories of his former tragic life with Hayward and her autocratic, domineering mother, Bette Davis, who always saw to it that the family name was protected at any price. After days of preliminary court procedure, the climax comes at the final custody hearing. To get at the truth of the killing, Connors flatly accuses Hayward of committing the murder. She reveals the true facts in the case which are shattering to herself, humiliating to Davis, and have the effect of freeing Heatherton from the emotional burden which had been crushing her. Hayward commits suicide, and Heatherton and Connors are reunited, with Davis left alone.

X-RAY: From the novel by Harold Robbins author of "The Carpetbaggers" this slick Joseph E. Levine production with direction by Edward Dmytryk unfolds as a most sophisticated and potent drama, with particular appeal for women. Performances by the entire cast are uniformly excellent, and the adult film should prove a boxoffice bonanza in most spots. The star names, of course, will be of great help in selling the attraction. Unsavory subject matter includes, in addition to murder, infidelity, alcoholism, blackmail, suicide, etc. Screenplay is by John Michael Hayes.

AD LINES: "The Explosive Story Of A Violent World Where Mother and Teenage Daughter Compete For The Same Lover"; "Where Not Even Money Can Get Away With Murder!"

### You're Never Too Young

(R-6403) COMEDY  
Paramount 102M.  
(Reissue)  
(VistaVision) (Technicolor)

ESTIMATE: Reissue is better Martin and Lewis comedy.

CAST: Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch, Veda Ann Borg, Raymond Burr, others. Produced by Paul Jones; directed by Norman Taurog.

For complete review, please refer to page 3987, issue of June 29, 1955.

## 20TH-FOX

### The Horror Of It All

(422) COMEDY MELODRAMA  
20th-Fox 76M.  
(English-made)

ESTIMATE: Good comedy thriller for the duallers.

CAST: Pat Boone, Erica Rogers, Dennis Price, Andree Melly, Valentine Dvall, Jack Bligh, Erick Chitty, Archie Duncan, Oswald Laurence. Produced by Robert L. Lippert; directed by Terence Fisher.

STORY: American salesman Pat Boone wants to marry English girl Erica Rogers and visits her eccentric relatives to ask their permission. They are sinister Valentine Dvall; screwy inventor of things already invented Jack Bligh; macabre, vampire-like Andree Melly; brute maniac Archie Duncan, kept locked up for fear he will harm someone; ex-actor Dennis Price; and bed-ridden swiller of medicine and reader of Playboy, Erik Chitty. After escaping death a number of times, Boone decides they are trying to kill one another so that the survivor will inherit the family fortune. With Rogers, he tries to make his escape in Bligh's latest invention—a horseless carriage hearse. It crashes and he wakes up in a hospital, where he learns that Price is the murderer. Later, Boone and Rogers are married.

X-RAY: With screenplay by Ray Russell, this spoof on horror mellers contains many laughs and gags. It has been nicely produced and directed, with good atmospheric settings in an old English-countryside house and uniformly fine performances, particularly from Jack Bligh, Valentine Dvall, and Erik Chitty. There is one song by Pat Boone, and it fits in with the action. Despite its unpretentiousness, this will prove okay as a dualler. It is so being sold as a companion piece with "Witchcraft."

AD LINES: "The Zaniest Bunch Of Ghouls Ever To Haunt A House"; "Was It Man Or Monster That Lurked In The House of Terror?"

### Witchcraft

20th-Fox MELODRAMA  
(421) 79M.  
(English-made)

ESTIMATE: Good horror meller dualler.

CAST: Lon Chaney, Jack Hedley, Jill Dixon, Viola Keats, Marie Ney, Diane Clare, David Weston, Yvette Rees. Produced by Robert



Lippert and Jack Parsons; directed by Don Sharp.

**STORY:** Teenagers Diane Clare and David Weston are in love and hope to marry, although she is of the family who has been feuding with his people for centuries and accusing them of witchcraft. When construction engineer Jack Hedley sends bulldozers into a cemetery on a land levelling project, Clare's father, Lon Chaney, protests to no avail. Gravestones are over-turned and graves churned up. Yvette Rees, witch, rises from her grave, and she and Chaney use their supernatural powers against Hedley and Weston, with Clare an unwitting helper. One by one, they meet with fatal accidents, until Jill Dixon, Hedley's wife, follows Clare into the family crypt. She sees Rees and her witches engaged in weird supernatural rites, is discovered by them, drugged, and left on their altar. Hedley and Weston go to her rescue. Rees and Clare are destroyed in a fire, but the others escape. The family is now free from the curse of witchcraft although Weston has lost his girl.

**X-RAY:** This excursion into witchcraft has been well made and enacted, although Lon Chaney is only seen in a brief supporting role, with the balance of the English cast competently carrying things on adroitly. Settings are properly macabre, and direction is first rate. You do not have to believe the story in order to find the doings interesting and fairly plausible. This should prove a satisfactory dualler and is being sold as such along with "The Horror Of It All."

**AD LINES:** "Could They Stop The Mystic Cult That Killed By The Blood Curse?"; "Only A Witch Deflector Can Save You From The Eerie Web Of The Unknown."

## UNITED ARTISTS

### Four Days In November

DOCUMENTARY  
(6422) 120M.  
United Artists;  
(Wolper)

**ESTIMATE:** Well-made, thrilling documentary.

**CREDITS:** Executive producer is David L. Wolper; produced and directed by Mel Stuart; narrated by Richard Basehart; music by Elmer Bernstein; narration written by Theodore Strauss.

**STORY:** The cameras follow the late President John F. Kennedy in the days preceding his visit to Dallas, and the measures that were taken to insure a friendly and safe reception. It also finds the building that hid the sniper and takes his place as the rifle and other angles are readied for the fatal moment. It enters the rooming house where Lee Oswald stayed and trails along the streets that he took in his flight after the murder. When an officer tries to apprehend him, he is killed, and witnesses point Oswald out to other officers. He is not only tied in with the killing of a policeman but also with the killing of the President. Night club owner Jack Ruby takes the killing to heart, and in the spotlight, he kills Oswald. The funeral preparations for a President are many and detailed, and the camera captures the whole of it to the point where a President is laid to rest.

**X-RAY:** Recent history makes for an absorbing and high-rating thriller which audiences should rate with the best of documentaries. The tragic murder of President John F. Kennedy is probed and prodded before, during, and after, and what results is a detailed and interesting film that will bring a tug at the heart strings and a tear to many an eye. It's a most revealing document that should attract those who go for fact as well as fiction. The job of assembling film footage, still fotos, and eye-witness reports, as well as background information, has been accomplished in excellent fashion, and a

laudatory bow is due director-producer Mel Stuart.

**AD LINES:** "The Event That Shocked The World"; "An Event That Will Live In The Memories Of All And In The History Books Of Tomorrow."

### Invitation To A Gunfighter

(6418) DRAMA  
United Artists 92M.  
(Kramer)  
(Color by DeLuxe)

**ESTIMATE:** Top performances assist moody western.

**CAST:** Yul Brynner, Janice Rule, Brad Dexter, Alfred Ryder, Mike Kellin, George Segal, Clifford David, Pat Hingle, Bert Freed, Curt Conway, Clifton James, Clarke Gordon, Arthur Peterson, Strother Martin. A Stanley Kramer Production; produced and directed by Richard Wilson; screenplay by Elizabeth and Richard Wilson.

**STORY:** George Segal returns to his native Pecos, N. M., after being mustered out of the Confederate Army. He finds that banker Pat Hingle has sold his family's farm at auction as enemy property and that his girl, Janice Rule, has married weakling Clifford David. Segal is forced to shoot the farmer who bought his land in self defense, and Hingle uses this to fan the town's hatred. He hires mysterious gunman Yul Brynner to hunt down and kill Segal. Brynner insists on living with Rule and her husband and shows his contempt for the town by making an open play for Rule. Brynner is convinced that Segal is the only worthwhile man in the town. He provokes everyone in the town, proving them all to be cowards, and finally is forced to kill David. Hingle now wants to kill Brynner and tries to get Segal to do the job. Segal refuses until he discovers that Brynner is going to leave with Rule. Brynner refuses to fire at Segal, and forces the boy to shoot him. Hingle is also killed when he tries to shoot Segal. Brynner has died a martyr's death and proved to Rule and the town that Segal is an honorable man.

**X-RAY:** This is a strange, moody western drama with overtones of allegory. Yul Brynner, mysterious and cat-like as a soft-spoken, contemptuous gunman, delivers a fine performance and is ably backed by others in the cast, particularly young George Segal, whose career seems to be soaring. There is a great deal of talk, perhaps too much for fans who like their western action straight, but when things explode, the gunfights are explosive. There might be too much emphasis here on character and mood, and the viewer is left with the slightly uncomfortable feeling that the message might be deeper than he thinks. Theatre men, however, would do well to concentrate on the Brynner name and the action elements.

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "The Mysterious Gunman Named Jewel Held The Town In The Palm Of His Gun Hand"; "She Didn't Know Whether It Was Love Or Hate . . . She Only Knew She Had Never Met Such A Man Before."

## WARNERS

### Cheyenne Autumn

ACTION DRAMA  
(480) 158M.  
Warners  
(Panavision 70)  
(Technicolor)

**ESTIMATE:** Highly interesting outdoor adventure entry.

**CAST:** Richard Widmark, Carroll Baker, Karl Malden, Sal Mineo, Dolores Del Rio, Ricardo Montalban, Gilbert Roland, Arthur Kennedy, Patrick Wayne, Elizabeth Allen, John Carradine, Victor Jory, Mike Mazurki, George O'Brien, Sean McClory, Judson Pratt, Carmen D'Antonio, Ken Curtis, and James

Stewart and Edward G. Robinson. Produced by Bernard Smith; directed by John Ford.

**STORY:** In 1878, a band of 286 Cheyenne men, women, and children escape from a barren Oklahoma reservation and flee toward their homeland, nearly 1500 miles to the northwest. They are ready to die rather than return to where their tribe has been decimated by starvation and lack of medical attention. Accompanying them is Quaker schoolteacher Carroll Baker, sympathetic to their plight. A small detachment of cavalry is in pursuit, headed by Major George O'Brien, Captain Richard Widmark, Lieutenant Patrick Wayne, and Sergeant Mike Mazurki. A skirmish started too early by Sal Mineo, arrogant son of chief Gilbert Roland and Spanish wife Dolores Del Rio, results in the death of O'Brien, leaving Widmark in command. He has compassion for the Indians and is in love with Baker. The march is rough, and feelings are beginning to run high between Mineo and chief Ricardo Montalban because of the young warrior's attention to the chief's second wife, young Nancy Hsueh. When reports of the Cheyenne flight reach Dodge City, there is panic on the part of all except card players James Stewart as Wyatt Earp, Arthur Kennedy, and John Carradine, while newly-arrived pleasure girl madam Elizabeth Allen is annoyed because Stewart doesn't remember her. Stewart leads an "army" out to battle the Indians, who he figures are nowhere near, but a scout is sighted on the horizon. The panic flight back to town is on. Allen's skirt comes off during the rush, and Stewart recognizes her at that point. The Indians, without food or adequate clothing against the cold, split up, with Roland leading a group to surrender at a fort run by Captain Karl Malden, German officer, who follows orders to the letter and likes to drink. He welcomes them until he receives orders to hold them under guard until soldiers arrive to take them back. Widmark travels to Washington to see Edward G. Robinson, Secretary of the Interior, to get his help. In desperation, the Indians break out of the barracks and flee, with some being killed. Robinson shows up to help resolve the affair, allowing them to settle in an area of their choice. Montalban and Mineo clash again, and in a gun duel, the chief kills the young Indian. He rides off to a self-imposed exile for raising his hand against another Cheyenne. Widmark and Baker can now pay attention to each other.

**X-RAY:** A cast strong in name value as well as in talent has been gathered to present a little-known segment of American western history in interesting and oft-times absorbing fashion. Some will say that the entry is a bit too long for the slim story line, and others may think that to sell this will be a challenging effort. There are some memorable moments that will long be talked about—especially the segment that stars James Stewart as an unorthodox and unusual Wyatt Earp. The scenic surroundings are most impressive, as are the direction and production values. It's the type of release that could engender much business and much conversation after an attention-getting campaign, which it is getting. James R. Webb wrote the screenplay, suggested by the book, "Cheyenne Autumn," by Mari Sandoz. However, many liberties have been taken to improve the screen version.

**TIPS ON BIDDING:** Depends on individual situation.

**AD LINES:** "An Absorbing Adventure Loaded With Great Actors And Plenty Of Action"; "The Adventure Thriller Torn From A Bloody History Of The West."

### DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumliatively numbered and indexed, and puched for a standard ring binder. Establish your seasonal set.



## ALPHABETICAL GUIDE TO 53 Feature Reviews

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## MISCELLANEOUS

## The Cool World

DOCUMENTARY  
105M.

Cinema V

ESTIMATE: Authentic reenacted documentary on Harlem can be sold.

CAST: Hampton Clanton, Yolanda Rodriguez, Carl Lee, others. Produced by Frederick Wiseman; directed by Shirley Clarke.

STORY: Hampton Clanton is a Harlem Negro teenager who thinks he will become a man by getting a gun and becoming a leader of his gang. He tries to raise money by stealing and selling marijuana, and finally gets his "piece" (gun) from gangster Carl Lee. The gang leader, Clarence Williams, brings a prostitute, Yolanda Rodriguez, to the club-house in a cold-water flat inherited from one of the members whose father had deserted him. When Williams gets high on dope, Clanton throws him out of the club-house and assumes gang leadership. Clanton falls for Rodriguez and takes her to Coney Island to see the ocean. She deserts him there. Back at the clubhouse, Clanton joins his gang in drinking cheap wine and preparing for a rumble with another gang. This results in a death, and after wildly fleeing, police finally apprehend Clanton, beat him with night sticks, and drag him off to jail.

X-RAY: With the camera focused on the sordid, squalor-ridden streets of Harlem, this

reenacted documentary has rare authenticity due to the imaginative location direction of Shirley Clarke, and her ability to use the camera with such ease and flexibility that it becomes almost another member of the cast through whose eyes you experience all the fast moving action. The performances are uniformly excellent, and it is hard at times to remember they are performing. Based on a novel by Warren Miller and a play of the same name by Miller and Robert Rossen, the cameras have caught so much local atmosphere of Harlem that it rings truer than true. Although a trifle lengthy, this is a most artistic effort and deserves more playing time than it will obviously get, despite efforts to give it a sensational type sales campaign. The jazz score accompanying the film is credited to Dizzy Gillespie, Yusef Lateef, Aaron Bell, Arthur Taylor and Herb Lowell, Charles Jackson, Julian Euell, and Hal Singer, and is most effective. The music was arranged and composed by Mal Waldon. For a more or less true picturization of actual conditions—a slice of life, if you will—this is indeed real.

AD LINES: "An Intimate Look At What Goes On In The Streets Of Harlem"; "Hooker—Fuzz—Junk—Rumble—These are The Words That Mean Big Trouble In 'The Cool World.'"

## The Flesh Eaters

MELODRAMA  
90M.

Cinema Distributors Of America

ESTIMATE: Program horror meller.

CAST: Rita Morley, Peter Kosleck, Byron

Sanders, Barbara Wilkins, Ray Tudor. Produced by Terry and Jack Curtis and Arnold Drake; directed by Jack Curtis.

STORY: Alcoholic movie actress Rita Morley; her secretary, Barbara Wilkin; and free lance air pilot Byron Sanders are stranded on a strange island when their plane crashes. The island is inhabited by marine biologist Martin Kosleck, experimenting with a new life form born of the sea and driven to consume anything of flesh. Shipwrecked beatnick Ray Tudor joins the party waiting rescue. Kosleck is responsible for the murder of two of the people as he is fearful that they would expose his efforts to control the menace for his personal gain. His tamperings result in the transformation of the countless tiny creatures into a single slimy monster that rises from the ocean. Sanders succeeds in destroying the mammoth terror but not before Kosleck is killed by his own creation.

X-RAY: This horror mellar authored by Arnold Drake should fill the bill as program material. It has been satisfactorily produced, directed, and enacted by its small cast. The proper amount of suspense and thrills are engendered, and it should do as part of the bill. One sequence, that of the monster, is in color. Given the proper push with a sales campaign, it should get by, although there is little, if any, sex involved. The performance of Martin Kosleck as the mad scientist is outstanding.

AD LINES: "Behind This Membrane—You Will Be Driven To A Point Midway Between Life and Death"; "You Will Be Sterilized With Fear!"





OCTOBER 21, 1964

SECTION THREE  
Vol. 72 No. 14

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## U-Chrysler Corporation Set Exhib Contest On 'Lively Set'

Universal Pictures Company, producers of "The Lively Set" which is scheduled to go into national release in November and the Chrysler Corporation, whose new turbine engine car is one of the co-stars of the picture, have developed an extensive national promotion which will enable exhibitors throughout the country to compete for Chrysler-Dodge-Plymouth automobiles for the best tie-ups with local dealers of these cars.

With one aspect of the "Lively Set" sell aimed at the same market as that aspect of the Chrysler sell, Chrysler-made cars will be offered as prizes for the best theatre campaigns in four categories; theatres in cities whose population is 500,000 or over, the prize being a Plymouth Sport Fury—2 door hardtop; for theatres in cities whose population is between 200,000 and 500,000, a Dodge Coronet 500 Convertible; for theatres in cities whose population is 50,000 to 200,000, a Dodge Coronet—2 door hardtop and finally in situations of under 50,000, a Plymouth-Belvedere Satellite 2 door hardtop.

Judges of the best campaign will be a panel of top publicity-exploitation executives in the industry with the deadline for entries being February 1, 1965.

In connection with the tie-up, Chrysler has prepared a special eight-page four-color brochure featuring the young stars of "The Lively Set" and suggesting the methods of tie-ups with local theatres, which is being mailed by Chrysler to 8,500 of its dealers and field representatives from Coast to Coast. Universal is preparing a four-page supplement for its press book on "The Lively Set" dealing with the Chrysler tie-up and Chrysler is making available over 1,000 copies of its brochure for use by exhibitors.

"The Lively Set" in Color, a romantic drama which combines fast cars, attractive young stars and the turbine engine theme, is aimed at the same fast-growing 18-25 youth market which is a prime market for Chrysler cars.

The cover of the specially-prepared Chrysler-Plymouth Division brochure of the Chrysler Motors Corporation, features James Darren, Pamela Tiffin, Joanie Sommers and Doug McClure and the co-star of "The Lively Set," the Chrysler Corporation Turbine Car, and heralds "a made-to-order opportunity for dealers to reach 'The Lively Set' in their area." Suggested tie-ups are featured in the brochure as well as methods of cooperation between exhibitors and Chrysler dealers for their mutual benefit.

## Wometco's Success With Promotions Inspires Other Circuits To Follow



A pretty girl is always nice to see, and this girl in a mink bathing suit was used recently to bally American International's "Bikini Beach" when it played Wometco's first-run theatres in Greater Miami, Fla.

MIAMI, FLA.—In the past few months, so many circuits have written Wometco Enterprises in Miami for information concerning their various theatre promotions, that it appears that Wometco has given the industry a "Rebirth of Showmanship." In an interview with Jack Mitchell, director of sales and promotion for the 30-year-old theatre circuit, he stated that "not a picture goes by in the Wometco chain that doesn't receive some special attention in merchandising it in the proper market, and pretty soon somebody is writing to ask us about what we did. We actually devote special attention to three pictures a month."

Weekly advertising meetings are held, attended by district managers Sonny Shepherd and Harvey Fleischman, and the latter's two assistants, Flynn Stubblefield and Jim Carey, as well as Mitchell. Booking department head Ed Stern, or his assistant, Rex Norris, usually joins the meeting at some point to discuss forthcoming product. Ideas are thrown in—and sometimes thrown out—and the most feasible are expected to be put into action.

Contests are quite popular, according to Mitchell. "Not just a contest for the sake of having one, but contests that have appeal and create excitement. We have promoted contests for two and three weeks of exposure on radio, television, and in the newspapers. Each one is unique. Each one offers big prizes—all promoted—and not just a pass or a record." Recent contests have offered exciting trips to Disneyland, Mexico City, New York City and the World's Fair, Nassau, Europe, and seven-day cruises. Additional prizes, in addition to passes and records, were watches, diamonds, and clothing.

The winner of a current contest in connection with "The Servant," showing in Wometco's four art theatres, will receive the services of a real, live English butler for a week, for giving the best reason for "Why I Would Like to Have a Servant." When Wometco played "Sunday in New York," a radio contest-search found the winner (who had never before flown in a plane or been to New York) of its question as to why he or she wanted to go to New York by plane, to be a sprightly grandmother who had never even been out of the state of Florida. The Sunday flight to New York found the winner accompanied by newspaper reporter and photographer and met by same upon arrival in New York. She returned to Miami that night after seeing the sights of New York and the Florida building

(Continued on page EX-623)

### Robbins Novel In Paperback

Over 100,000 retail outlets throughout the country are joining in a giant Pocket Books paperback promotion on the Joseph E. Levine-Paramount film, "Where Love Has Gone," timed to the national release of the film version of Harold Robbins' best-seller this month.

A large assortment of special accessories, including display bins, streamers, rack cards and window stickers, has been prepared for the "Where Love Has Gone" paperback tie-up. The book itself features art and copy from the actual advertising campaign for the film.

Susan Hayward and Bette Davis star in "Where Love Has Gone."

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



# Denver Showmen Use Weekly TV Show To Bring Movie News To The Public

DENVER—Recently, three members of the motion picture industry in Denver decided to do something about the lack of movie news on television. The collective and creative effort of John Dobson, United Artists branch manager; Ralph Batschalet, managing director, Denver; and Mary Gray Bayes, Fox Inter-Mountain ad-publicity director in Denver, has produced the refreshing, increasing popular "Hollywood-Denver and You" show which is a regular on KCTO-TV, Friday nights at 9:30 p.m.

The idea for the show sprung from an informal discussion between Dobson, Batschalet, and Mary Bayes when Dobson remarked on the surprising public response that he and a group of distributor sales managers from the motion picture industry had received from radio and tv appearances in many Rocky Mountain key cities. During a tv appearance in Rapid City, S.D., the station switchboard was overwhelmed for over an hour after an informal group interview. Viewers swamped the station with questions and comments on the views expressed by the men concerning motion pictures generally.

This grass roots appeal impressed Dobson with the fact that the average person, in any except the largest of cities, has little contact with the movie world, its workings, and the glamorous, talented people who perform in it. The idea for the show was taken to J. L. Robinson, general manager of KCTO-TV, Denver's independent station. Since Robinson strives to bring unique and fresh programming to Denver audiences, he was enthused and set to work with the trio to produce the show.

The show brings news and views of the Hollywood scene and the Denver scene through straight news, star interviews, panel discussions, film featurettes, and answers to viewers' questions. Current film attractions are discussed, thereby helping movie patrons select the pictures they wish to see. Dobson shows production film clips from coming pictures, and to date has shown clips ranging from a one minute Royal Premiere clip of the Beatles' "A Hard Days Night," to an 11 minute featurette featuring background footage from "633 Squadron." Clips have covered such varied pictures as "The Train," "Night Of The Iguana," "Island Of The Blue Dolphins," and "Behold A Pale Horse." In addition there are three one-minute commercial spots in each program featuring a downtown theatre's current picture. People are writing in to say, "We hadn't been to a movie in years until we saw the 'Hollywood, Denver and You' show."

Sponsored by five first-run downtown theatres, Fox's Denver and Centre, Wolfberg's Paramount, the RKO International 70, and the Towne, the show kicked off July 3 with Spyros Skouras, chairman of the board of 20th Fox as guest of honor. In subsequent weeks, many interesting show business personalities have been presented. Included were Peggy Cass, Caesar Romero, Stephanie Powers, John Ashley, Joan Van Ark, and Richard Benjamin, both from "Barefoot in the Park," Jerry Lester, who was appearing in "A Funny Thing Happened on the Way to the Forum," and producers Robert Radnitz, Sam Weston, and Larry Pierce.

The show's panel, which changes each week, is composed of industry leaders as well as



John Dobson, host, Denver tv show, "Hollywood, Denver and You," interviews actress Stephanie Powers on a recent program during her p.a. tour for Columbia's "The New Interns."

## And A Merry Xmas To You

Embassy Pictures is launching an extensive music campaign as part of a major point-of-playdate promotion on Joseph E. Levine's forthcoming "Santa Claus Conquers the Martians," science-fiction fantasy.

The song, "Hurray for Santa Claus," written by Milton De Lugg and Roy Alfred, and featured throughout the film, has been recorded on the 4 Corners of the World label (a Kapp Records subsidiary) by De Lugg and his Children's Chorus. The record, packaged in a sleeve fully crediting the film, is being distributed to disk-jockeys and radio stations around the country, timed to engagements of the picture. Special display materials, heralding local openings, will go into retail record outlets.

## "Fail Safe" Via Phone

Max E. Youngstein, producer of "Fail Safe," Columbia Pictures release, is now engaged in an extensive promotion campaign of the film via long distance telephone interviews from Hollywood with key newspaper and radio station outlets throughout the country.

The campaign is being conducted from Youngstein's headquarters at Columbia Studios.

members of the press. Prominent local people who have already appeared on the show are Tom Smiley, Wolfberg Theatres; Larry Tajiri, Denver Post; John Rogers, editor, Denver Post Empire Magazine; Ralph Batschalet, Denver Theatre; Alberta Pike, PR consultant; Paul Lyday and Marvin Goldfarb, Buena Vista; and Pete Bayes, United Artists field publicity representative.

A direct pitch is made each week for viewer's questions and comments. Theatre contests are promoted regularly with the mail count in the hundreds weekly. The show in its first nine weeks has outdrawn any other locally produced tv show in the mail department.

As Dobson said recently, "The show is definitely a success and the local motion picture theatres are to be commended for their support of the program. The best part, however, is that this type of program can be locally produced almost anywhere in the country where alert showmen and aggressive television stations exist."

## Col.'s \$10,000 Contest Aids "First Men In Moon"

NEW YORK—Columbia Pictures will award \$10,000 to the American who correctly named the day, month and year of the U. S. astronauts' landing on the moon as part of a contest that was described by vice-president Robert S. Ferguson as the largest single sum of money it has ever offered as a prize to the moviegoing public.

The \$10,000 expenditure by Columbia represents the highlights of one of the most active promotional schedules ever conceived by the firm for one of its forthcoming films. The moon prize is in connection with Charles H. Schneer's spectacle, "First Men IN The Moon," adapted for the screen from a novel by the master of scientific imagination, H. G. Wells.

Details of the prize and how it could be implemented for profit by exhibitors were the highlights of a special merchandising meeting and preview for New York area exhibitors anticipating the release of the Schneer film later this year by Columbia Pictures. More than 50 exhibitors attended the event at Columbia's home office screening room in New York.

Columbia executives participating in the seminar in addition to Ferguson included vice-president Rube Jackter and advertising and publicity heads Ira Tulipan, Richard Kahn, Bud Rosenthal, Roger Caras, and Ira Teller.

Attendees of the seminar heard about plans for "First Men IN The Moon" representation in Macy's Thanksgiving Day Parade in New York and the Gimbel's Parade in Philadelphia. Also included were details of the two spectacular float tours and personal appearances by 10 selenites (moonlings). Also highlighted were a number of unique theatre display ads including gigantic blow-ups of the moon for use by exhibitors so they could offer moviegoers "an opportunity to touch the moon."

Other plans for the film include tie-ins with Ballantine Books, Western Publishing, Unitron Telescopes and Revell. The big hits at the meeting, however, were a tabloid herald that looks like a hometown paper declaring, "First Men Land on the Moon"; an advertising campaign to capitalize on the interest in outer space; merchandising campaign that will utilize every possible outlet to sell the film; and a publicity campaign that leaves no area of public communication untouched.

Capping the seminar was the showing of both the teaser trailer and the theatre trailer as well as a four-minute featurette which shows actual color footage of current U. S. space activities as well as details of how Charles Schneer created his fictitious surface of the moon with the help of Dynamation special effects expert Ray Harryhausen.

## U-Concertone Contests

Universal Pictures Company and Concertone, manufacturers of stereo tape recorders, have developed a joint promotion in connection with the release of "Send Me No Flowers," which is being featured in Concertone's national magazine advertising reaching more than 14 million readers in late Fall issues.

Tied in with the openings of "Send Me No Flowers," in half a dozen key cities Concertone's Model 800 stereo tape recorder is being offered as prizes in special contests being developed.



## Wometco

(Continued from page EX-621)

site at the then-incomplete World's Fair Grounds.

"We've had a few co-op ads, too, with department stores," commented Mitchell. "To note a few, 640 inches with Jordan-Marsh on "What a Way To Go"; 360 inches with Burdine's on "Chalk Garden"; 360 inches with Burdine's on "Muscle Beach Party"; 640 inches with the Jefferson Stores on "Beach Party."

Unusual and different "stunts" also have been successful. A local newspaper article on a middle-aged swimming grandmother was headlined "The Unsinkable Molly Dombroski" by the reporter, with no thought of tying in with the film. However, Debbie Reynolds heard of the feat, wired congratulations to the Miami Herald reporter on the story, and advised she was sending a trophy c/o Wometco's Jack Mitchell to be presented to Miami's "Unsinkable Molly." Naturally, the incident rated plenty of newspaper space.

Mitchell conceived a unique stunt to publicize "Molly Brown" by hiring an attractive young lady to put in a seven-day stint to prove her "unsinkability" — this abroad a launch anchored in the harbor near the Miami Seaquarium. For one week, the 21-year-old blonde ate meals delivered three times a day via Rolls Royce (meals promoted from the McAllister Hotel and the Rolls promoted, too), and attempted to read, knit, etc., while thousands of Seaquarium visitors viewed her — not to mention several pages of publicity and pictures in the Miami News.

With all of this, Miami knew that "Molly Brown" was coming to Miami! And the rest of the country also knew that Wometco was synonymous with "Showmanship" in a big way.

Another cute stunt was tied in with "Night of the Iguana," which showed at Wometco's four art theatres. An attractive young lady, accompanied by two maracas-playing young men, paraded in shopping centers, streets surrounding the theatres, etc., with a live iguana on her shoulder. For "Bikini Beach," Mitchell promoted mink bikini for a model to wear when he went to the newspaper offices to bring in his publicity announcements. As can be seen by the accompanying photograph, there's no bikini like a mink bikini.

On many pictures, publicity lineage in newspaper averages from three to over 20,000 lines. In addition, there are the usual window displays and magazine truck signs, including a huge book replica which is used for everything from "Bridge on the River Kwai" to "House is Not a Home." All is planned well in advance at the advertising meetings in order to take advantage of deadlines set by those with whom Wometco wishes to tie in, such as department stores, etc.

Wometco's tremendous tieup with the Food Fair Grocery Chain on movie coupon books (publicized in an earlier edition of MOTION PICTURE EXHIBITOR) was another first in taking movies to a new market at the point of sale.

"Advertising and promotion from Wometco would fill a volume just in the past few months," remarked Mitchell. "Things and ideas have been done that some newer persons in the industry may think impossible. But it's the old story—there's nothing new—take the old idea and freshen it up. And go out and sell it. Bring glamour back. Bring people back. You need—naturally—a well-operated and serviced theatre, plus great prod-

(Continued on page EX-624)

# British Activities

by Jock MacGregor

Stretched across the front of Bury, Odeon, before the run of "A Hard Day's Night" was a 20 ft. x 2 ft. banner carrying four Beatle top pieces and reading "Guess who's coming next week." This Lee C. Prescott personally designed and had produced locally. A tieup with the Coop Store resulted in a composite page in the Bury Times and displays in some 50 branches in the area. They distributed 3500 throwaways asking recipients to identify the eyes and haircuts of the individual Beatles and received back 90 per cent completed. The correct entries were placed in a drum on the theatre stage during the week prior to playdate and the first 25 drawn qualified for double tickets for the opening night. All but six of the winners were teenagers. A reception was arranged and a beat group played on the stage before the performance. Prescott also placed the Win a Selcol complete Beatles Outfit of three guitars and one drum set, worth \$35.00, in the Bury Times and received a mammoth 8,735 entries. The paper carried a useful photo of the winner which proved an invaluable boost for the second week of the run.

Playing the "Crooks in Cloisters"—"Beach Party" combo, A. G. Cattell, of the ABC, Torquay, exploited both pictures. He followed up the Red Hackle whiskey tieup for the former and the area representative travelled nearly 100 miles to provide material for highly effective foyer displays. On the latter he promoted a very successful heat for the national "Beach Party" bathing beauty contest with a trip to Hollywood and a film part as prize. Three impressive press breaks resulted. His winner, a newcomer to the beauty queen circuit, looks a real cracker!

The eye patch contest for ABC minors as a plug for "Devil Ship Pirates" has certainly caught the imagination and H. T. Bolton, of the ABC, Woolwich, South East London, obtained a photo of some 50 black eyed little monsters swarming over the ABC float which toured the London area. He gives credit for the round up to his assistant manager, Miss Ann Hartley. Bolton struck luck when he played "French Dressing" concurrently with the council's "Continental Week" at the Town Hall for he was allowed to include a plug for the film in the French display. . . . With Sandra Dee prominent in "Take Her She's Mine," George Lockyer, of the Gaumont, Coventry, arranged for the Coop Store to stage a teenage fashion show on the stage on the Saturday prior to playdate. The store further cooperated with plugs in its windows and newspaper advertising and provided the press with advance photos of the models which were used before the show.

Donald Clarke, of the Odeon, Derby, has formed what he claims is the first rhythm beat group, formed by a children's cinema club. Called Wendy and the Woodworms, they have been entertaining his own Odeon Boys and Girls Club on Saturday mornings with such success that the Walsall Odeon borrowed them for a special performance. Since the average age of the five players is 15, Clarke obtained parental consent for them to appear on the stage. Most are still at school, but Wendy is a messenger at the Rolls Royce works. The shows have been plugged with foyer displays, press announcements and throwaways and the press has chipped in with good coverages. The report gives no reason for the choice of Woodworms for a name.



Leo Brown, manager, B&K Uptown, Chicago, examines a billboard display on theatre wall used for crossplugging downtown and other neighborhood engagements plus proper exposure for program playing at his theatre. The theatre is located at Lawrence Ave. and Broadway, the busiest intersection on the Northside of the city.



## THE EXHIBITOR'S EXPLOITATION EFFORTS

CLIFF KNOLL, manager, State, Sioux Falls, S. D., for American International's "Muscle Beach Party" aimed his campaign to create and stimulate a 'must see' desire with the teen-agers and younger group. His newspaper campaign did not start until the Sunday before opening or three days in advance. On this Sunday he was in luck with half of the front page of the "Women, Youth and TV" section being utilized showing in color the new Rose Marie swim suits, which are featured in the film. He tried desperately to get the newspaper to insert something about the movie with these colored cuts; but was turned down so he did the next best thing. He contacted the local Rose Marie Reid dealer and got her to run a four column x 12 inch ad tying in the movie and playdate on the second page of this section. Wanting to get us much mileage out of this swimsuit break as possible, he inserted a special ad featuring the two young stars on the Your page of this section. Each ad stressed the "Live Model" swim suit preview in the theatre lobby. Use of radio was extensive and we succeeded in getting Stations KELO and KSOO to run the Funicello and Avalon open and interview tapes. Each station also played and discussed the "Muscle Beach Party" records. In addition, KSOO-TV previewed the swim suits on their Party Line Show using local live models. This exposure lasted 15 minutes and was gratis. Fifty of the Annette Funicello "Muscle Beach Party" records were given to the first 50 girls attending the opening show. We discovered that the annual high school "Spinster Week" fell the week before our opening. This week is always climaxed by a dance for students and is one of the important yearly events of the teenagers. At this dance the students announce their choice of the favorite and most popular boy, who is honored as the Spinster Week's "Mr. Topper." To latch on to this activity and sell our attraction, it was arranged to present "Mr. Topper" with an "Annette Funicello Trophy." The presentation was made on the bandstand in front of the mob of teenagers and it couldn't have been a



Cliff Knoll, manager, State, Sioux Falls, S. D., in a tieup with the local Rose Marie Swim Suit dealer, had these lovely models previewing the '64 suits in his lobby in conjunction with his showing of American International's "Muscle Beach Party."

better plug for the picture had we molded one. A story on this made the newspaper column of Herb Bechtold in the local paper. Since the Sharon Shop is the exclusive dealer for Rose Marie Swimsuits, this was the only clothing store we used for window display. We used their entire 50 foot window using a one-sheet, a three-sheet, stills and swimsuits to dress it up. This was working for us 10 days before opening. Because of the music in the picture it is natural to get counter and window space in music stores; and that's just what we did in two local stores. We advertised in the local high school paper. Five of the local department stores have a "Teen Board" which consists of a group of five to 10 high school or college students who assist the local merchants in purchasing and selling to teenagers and the young element. We got a list of these department store "Teen Boards" and sent personal invitations to each member to be our guest on opening night. We thus assured ourselves of 'walking billboards' at the schools. Through the cooperation of the Sharon Shop, we created a lobby display using material on the film, a mannikin dressed in a swim suit, beach wear, etc. This was in our lobby 10 days before the opening and drew the attention of all. Any of the fairer sex visiting the Sharon Shop was given the opportunity of registering for a free Rose Marie Reid swim suit which was given away on our stage Friday night during the movie. During the

## TOY GIVEAWAYS HELP

Phil Hirsch, manager, Century, Philadelphia neighborhood house, has worked out an inexpensive prize giveaway promotion for kiddie matinee performances that has more than doubled his matinee business.

Working closely with Ring Brothers, Philadelphia wholesale toy distributors, Hirsch purchases toys in lots of 100 for about \$30. He gives about 15 prizes each week to the children holding lucky numbers.

The toys which have an appeal to the six-14 years old age bracket are well received by the children and an aura of excitement and anticipation is developed during the drawing for prizes.

Hirsch says the children look forward to the next week's prizes and attendance is building. The cost of the promotion is less than \$5 per matinee.

## Wometco

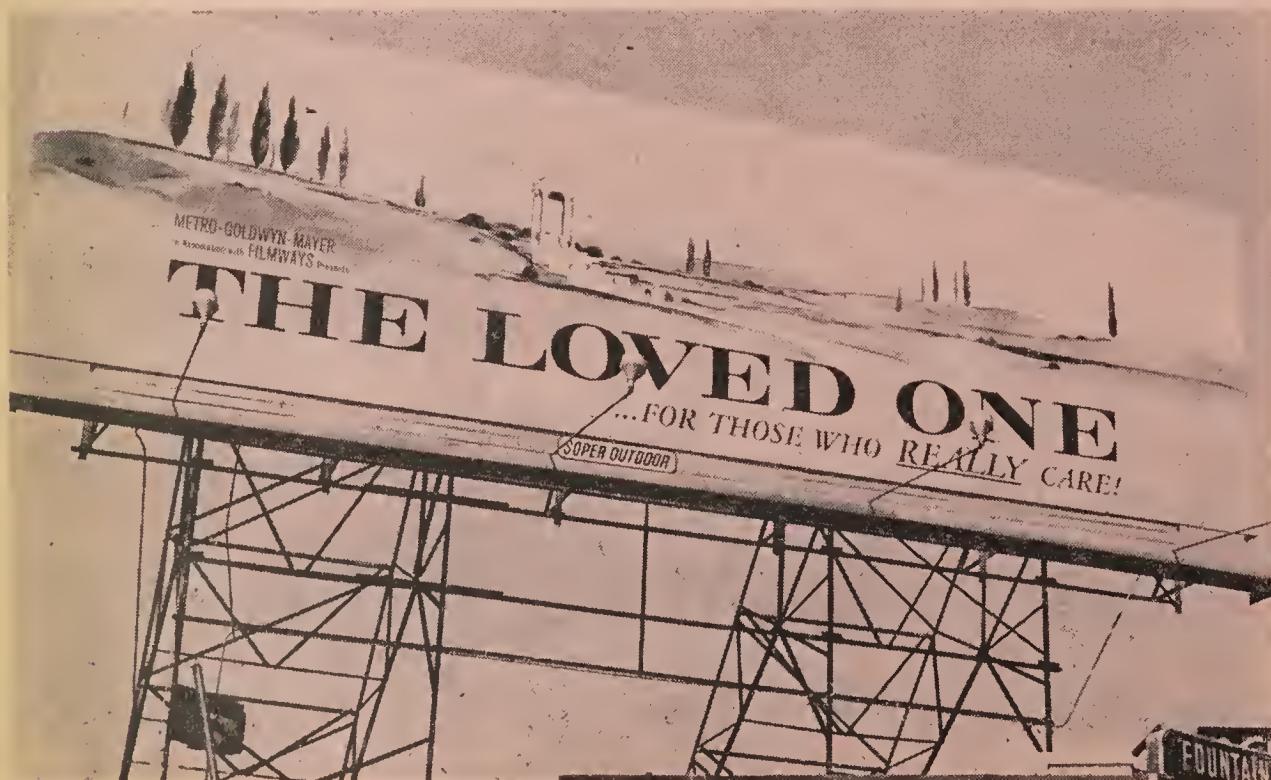
(Continued from page EX-623)

uct. With these two, add hard-at-work showmanship and you have put the icing on the cake for extra profits."

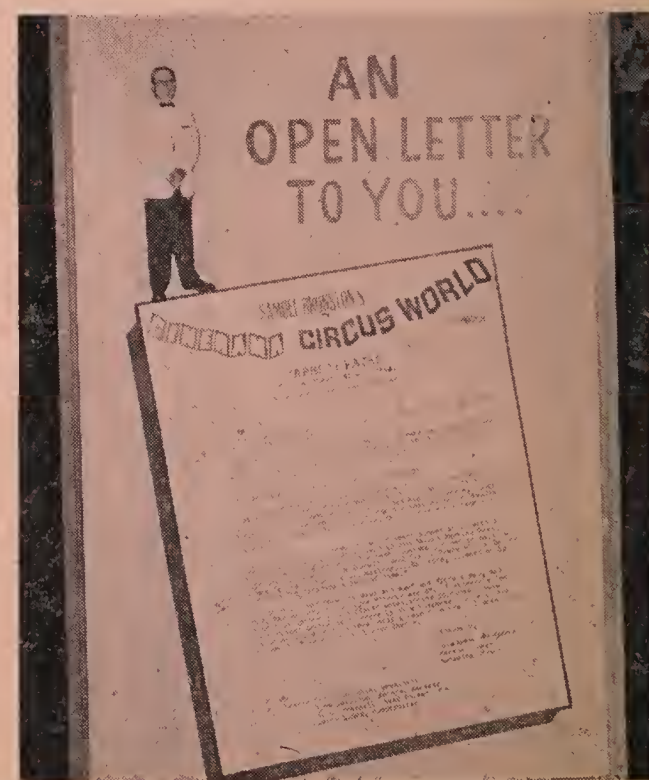
Mitchell concluded by saying, "Showmanship is not dead. It's been reborn with Wometco in Florida. If not, why are so many circuits inquiring on various types of promotions? Maybe with the Florida birth, it will be happening all over the country. We hope so. It's a great business!"

drawing at 9:15 P.M. our live models appeared on stage in their bathing suits. Continuing to stimulate a 'must see' desire in the younger element, we arranged with the Sharon Shop to have a preview of the '64 suits in their store two days before our opening day. This same group of attractive live models presented a preview in our lobby on our opening day. This created quite a traffic jam in front of the theatre, and made it necessary to call upon the police department for aid.

## LOOK FOR EXPLOITATION EVERY OTHER WEEK IN MOTION PICTURE EXHIBITOR



Not a promotion for Southern California's booming burial business; but MGM's method of announcing "The Loved Ones" forthcoming spoof of the funeral business is this billboard located in the 8800 block of Los Angeles' Sunset Boulevard.



This unusual display has attracted thousands of readers in front of the Capri, Dallas, Texas, for Paramount-Cinerama's "Circus World."



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1. 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36. N. Y.

DOUBLE YOUR KIDDIE SHOWS. 100 Assorted Toys, Giveaway values up to \$1.00 each at \$30.00 per assortment of 100. Enough for a 6 week kiddie matinee giveaway for the price of a 2 reel comedy. Tried, Tested, and Proven in Theatres Throughout the Territory. Money Back Guarantee if not completely satisfied. Send check in advance and we'll pay the freight. RING BROTHERS, INC., 319 N. 11th St., Philadelphia, Pa. 19107, MA 7-0777.

## CARBON SAVERS

NEGATIVE CARBON SAVERS for rotating hi-intensity lamps. Send \$3.50 with size. KIRKS CO., 2111 Northland Rd., Baltimore, Md. 21207.

## EQUIPMENT WANTED

TOP PRICES PAID for soundheads, lamp-houses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

## IN-CAR HEATERS

500 NEW ARVIN HEATERS for outdoor theatres, \$6.50 each, f.o.b. BERMAN SALES, 524 Smith St., Toledo, Ohio 43601.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE SERVICE; no obligation. High quality; low prices. WESTERN ELECTRONICS CO., 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street. Nashville 8. Tennessee.

## THEATRES FOR LEASE

INDOOR THEATRE FOR LEASE. Modern, fully equipped 800 seat theatre in downtown Canton, Ohio, a prosperous city of 160,000. Low cost operation and maintenance. Excellent location and long-established operation. Write: MILLS & MILLS, 917 First National Bank Building, Canton, Ohio 44702.

## USED EQUIPMENT

COMPLETE BOOTH EQUIPMENT. Peerless Magnarc, RCA 90-30's, Altec speakers. Best offer over \$1800. Write BOX 276, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (W)OMAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**MANAGER:** All-around A-1 conventional, 1st run. Experienced 18 years all phases. Not a key carrier. Exploitation my specialty. Midwest area preferred. Best references. BOX B1014, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EXPERIENCED MANAGER** available now, drive-in or indoor. Experienced projectionist, booking, advertising-promotion. Single, willing to relocate in Penna. Plenty of ideas. References Tri-State Theatre Service. LARRY D. STALLER, P. O. Box 5, Pine Grove, Pa. (1014)

**PUBLICITY, ADVERTISING** and exploitation man. Ten years experience major theatres. Will not work for peanuts, but will pay for self through results. BOX C107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EXPERIENCED THEATRE MANAGER** available. Prefer indoor or ortie situation in N. Y. C. or Florida. Call N. Y. C. TR 6-6544 or write BOX D107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**WANTED: MANAGER** for New England prestige first-run theatre. Must be strong on newspaper advertising and publicity. Salary commensurate with ability; excellent advancement opportunities. Write in confidence. BOX E107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**RELOCATING** to Los Angeles mid-November. Experienced female f/c bookkeeper and office monoger for medium sized chain indoor theatres. Well versed all phases film industry. Excellent references. BOX F107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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**MOTION PICTURE OPERATOR:** Lifetime experience, age 42, unmarried, go anywhere. GEORGE N. MANOS, 241 S. 9th St., Phila., Pa. 19107. (107)

**DIVISION MANAGER,** 20 years with leading independent circuit, seeking supervisory position New York-New Jersey area. Thoroughly experienced deluxe, sub-run, drive-in operations, advertising, exploitation. BOX A1021, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**AVAILABLE OCT. 15—Supervisor-manager.** Wide experience hard ticket treasurer, convention sales, exploitation and auditing. Best industry references, salary open. Locate anywhere. BOX B1021, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**NON-UNION PROJECTIONISTS** seeking permanent position, I have openings in Western Massachusetts for Massachusetts licensed men. Send qualifications to THEATRICAL ENTERPRISES, P. O. Box 165, West Warren, Mass. (1021)

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317 N. Broad St., Phila., Pa. 19107



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IN THE PALM OF HIS  
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and **PAT HINGLE** SCREENPLAY BY **ELIZABETH** and **RICHARD WILSON** PRODUCED AND DIRECTED BY **RICHARD WILSON** **COLOR by DELUXE**

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THRU  
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MOTION PICTURE

# EXHIBITOR

OCTOBER 28, 1964

Volume 72

Number 15

IN TWO SECTIONS • THIS IS SECTION ONE



## Allied Convention Brightens Detroit

(See Page 5)

## AMPA To Honor Barney Balaban

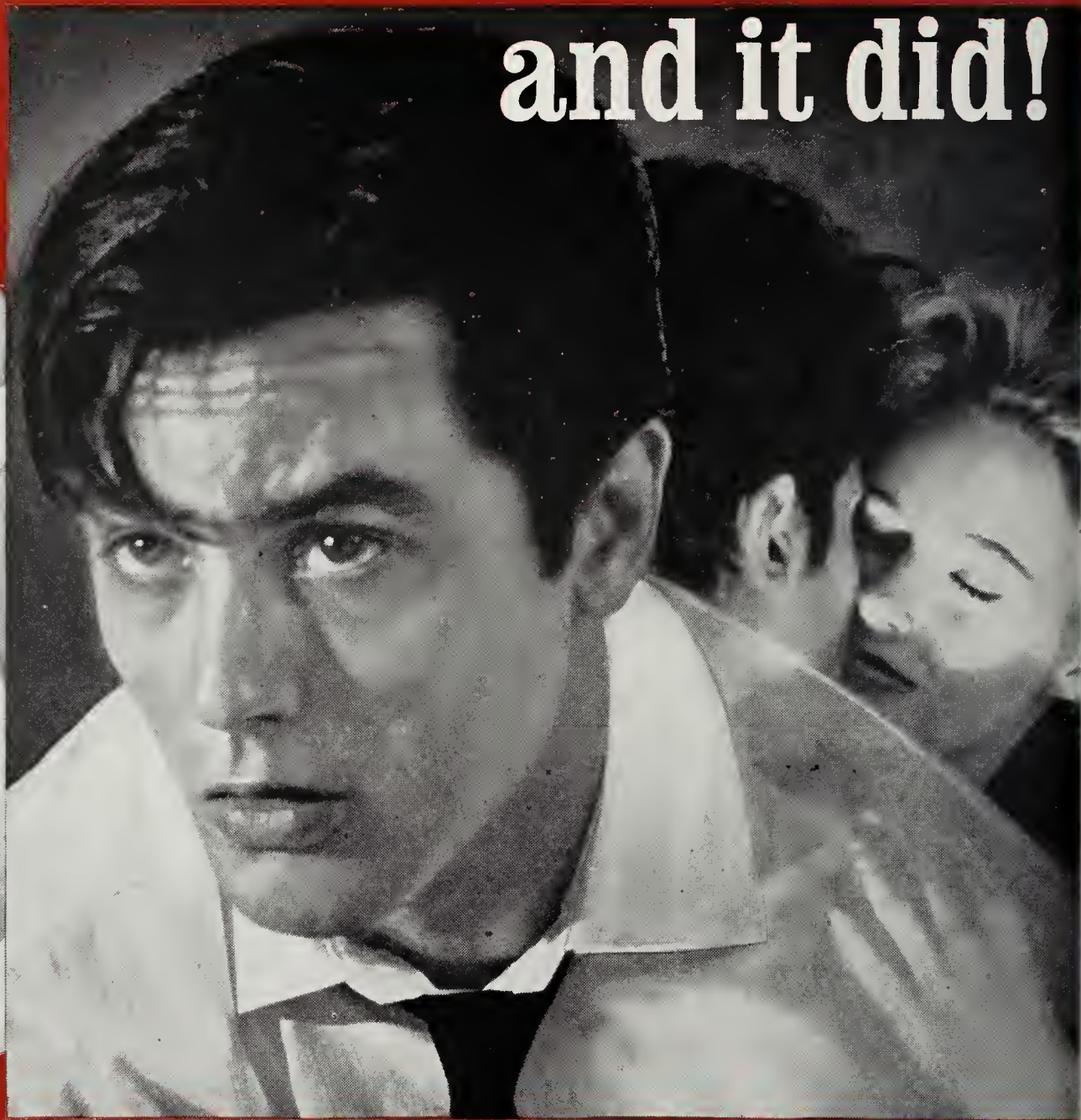
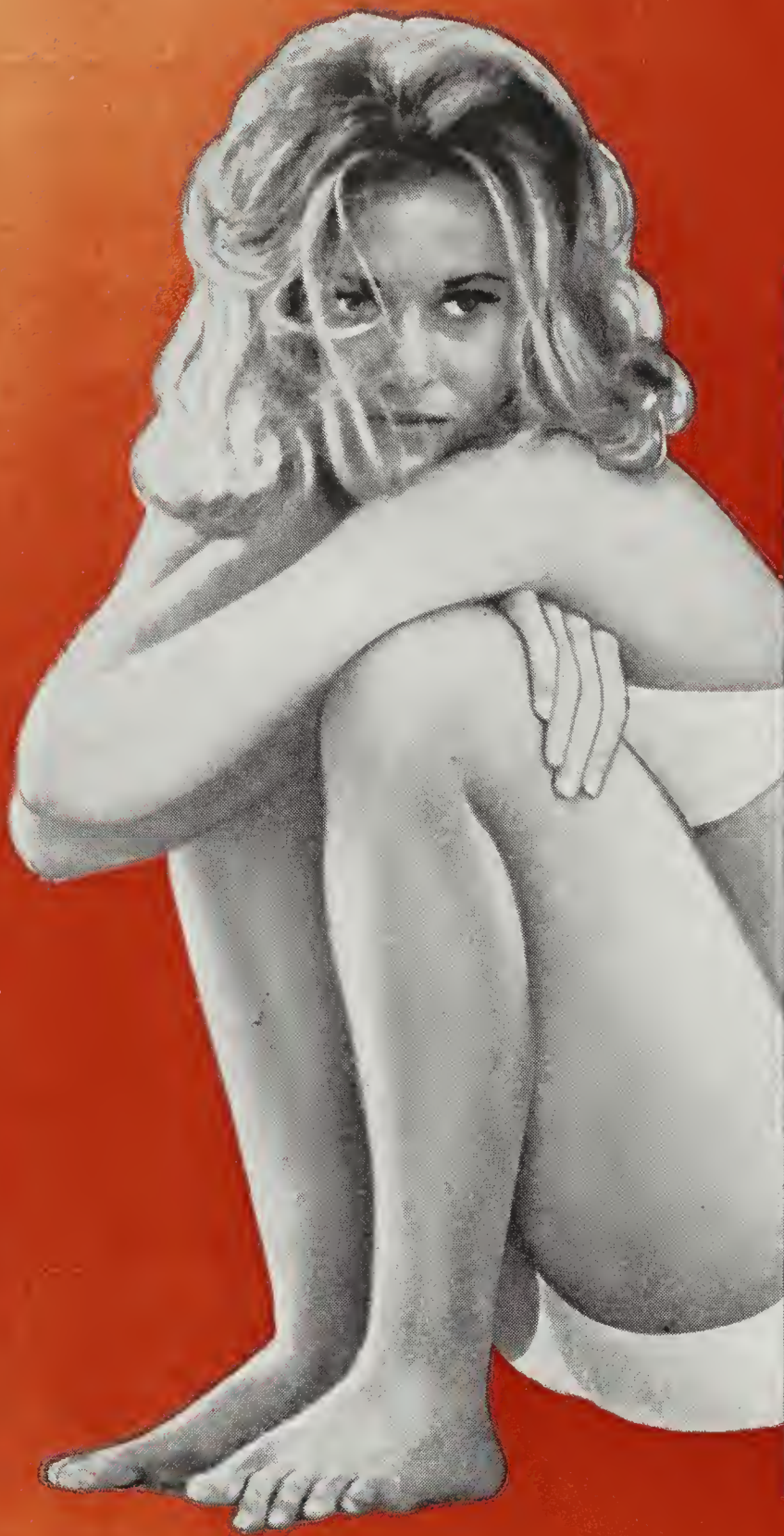
(See Page 9)

The face may not be familiar to many exhibitors, but this is Stanley Adams, president, American Society of Composers, Authors and Publishers (ASCAP), an organization that has protected the rights of music-makers for 50 years. On the occasion of this golden anniversary, exhibitors too join in saying thanks for the melodies.

**WRONG PATIENT ON THE COUCH? . . .** see editorial-page 3



He loved  
as if his life  
depended on it...  
and it did!



METRO-GOLDWYN-MAYER presents

**JANE FONDA** | **ALAIN DELON** | **LOLA ALBRIGHT**

Based on the novel  
"Joy House" by DAY KEENE

Screen Adaptation by  
RENE CLEMENT · PASCAL JARDIN  
CHARLES WILLIAMS

A JACQUES BAR Production · FRANSCOPE

in RENE CLEMENT'S **JOY  
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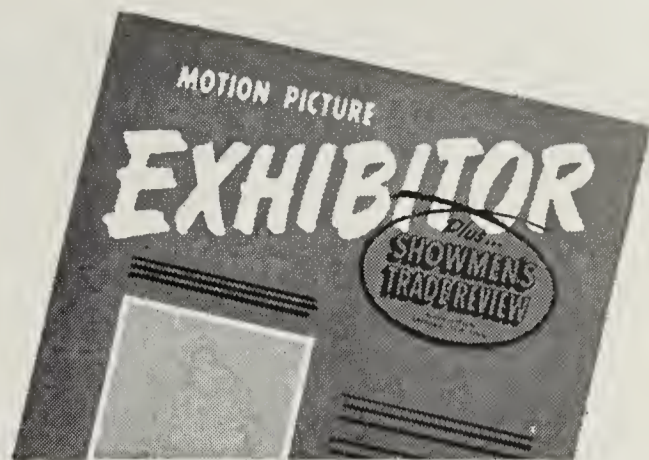


**FOR NATIONAL RELEASE IN NOVEMBER From M-G-M** 



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonemaker, feature editor; Mel Konecuff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 72 • No. 15

OCTOBER 28, 1964

OUR 46th YEAR

## WRONG PATIENT ON THE COUCH?

THE INDUSTRY'S LEGISLATURES have adjourned for another year, the delegates gone back home to carry on the good fight. Behind are the sessions, speeches, toasts, promises, headlines of 1964. Ahead? Who knows?

Some worthwhile and interesting proposals were put to the exhibitor delegates attending the TOA meet in Chicago and the Allied conclave in Detroit. One circuit exec, Robert O. Selig of National General, laid down some sensible programs before TOA's membership, appending his suggestions with a plea for "plans of action" rather than "policies of inaction." We wish Mr. Selig, in particular, the best of luck in implementing his program, for it contained some solid suggestions including community service campaigns, a training school for theatre managers, and other topics specifically put forth in pages of this publication.

Yet, an ingrained spirit of pessimism forces us to caution that ideas having to do with progress generate mighty obstacles in this business. After all, it has never been a shortage of solutions that has held us back.

Strangely, motion pictures fall into that group of endeavors called the "communications industries." You would think that, being in the business, we would know a little about how to communicate. Yet, it is still news when a studio discovers production and sales people haven't been talking

to each other, and decides that "corporate communications must be improved"—or should we say "expedited"?

Many persons, dismayed by the state of affairs in the industry, have called for better communications, for more order. Quite a few of our convention noteworthys this year spoke of underwriting research of one kind or another to get some scientific method into the act. Curiously, all of this research would involve finding out what makes the movie patron tick, what motivates ticket-buying, or what do people really enjoy seeing on the screen? Having a few ideas on the subject, we hope the erstwhile researchers pay us a visit too!

We might also suggest another project for our researcher friends, outlandish perhaps, but worth serious study. It is this: *How about doing some scientific research and analysis on the people WITHIN THE INDUSTRY?* Maybe we would find out what motivates those who draft impossible sales terms with full knowledge of market conditions. Or perhaps research might shed some light on the illusions behind misrepresentative advertising, which has been known to stir some speculation. Or perhaps why such obviously poor properties are turned into films at the whims of agents, story editors, producers relatives, etc., etc., etc. It might turn out that we've got the wrong patient on the couch!

## SUCCESS AND THE FICKLE PUBLIC

MORE THAN ONCE, it has been said that there is a fortune awaiting the man or woman who can come up with a formula that will show in advance just what brand of entertainment the public will buy.

Well, the only formula seems to be that there is no formula. It's a great big gamble every time, and once in a while you catch the brass ring and other times you fall on your face.

The only difference is that some producers of entertainment fall on their faces a little more gracefully than others. David Susskind is a producer and television personality. Most of his packages have been created for the small screen, but he has also come up with a few productions for theatres. His work is marked with quality, and many critics pat him on the back. However, as yet, he hasn't found the right combination as far as the public is concerned.

It's not a new problem. Producers have faced it in the past, and many will face it in the future. Such must be the nature of the entertainment business for all time. Most producers accept the public verdict with good grace, grit their teeth, and try again. Susskind, however, seems to need a fall guy. As reported in a column by Richard K. Doan, television and radio editor of the New York Herald Tribune, he has already blamed networks, sponsors, and ad agencies for what he considers low video standards.

In a recent radio interview, he shifted the blame to the public. In his words, "*The real sickness in television is the audience.*" In effect, he says the public is wrong because it refuses to enjoy the same things he enjoys. That reasoning may be comforting, but it is also a little strange.

Susskind continues, "*We in television inherited a world we never made. You made it with your books, your rotten newspapers and your terrible movies and your ghastly billboards and your cheap magazines and your inept clergy and your faulty educational system. We inherited this illiterate public and we're trying to take it along.*"

Now that spreads the blame pretty thin, doesn't it? David Susskind is not alone in wishing that the public would enjoy the finer things in life. Others have fought the same fight before him. However, they fought it in a different way. They kept plugging and creating quality entertainment, and once in a while, lightning struck. Once in a while, the public responded wholeheartedly to something that was good and noble and uplifting. For some strange reason, the chemistry was right, and the people suddenly were not quite as stupid or unfeeling as they were the day before.

No one is going to lecture the public into enjoying things they don't enjoy or appreciating things because they should. Mr. Susskind, maturity is a God-given asset. Neither money, position, nor power can buy it. You must earn it to deserve it.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A daughter, Daryn Lisa, was born to Sheila Kirshner, wife of Don Kirshner, president, music division of Columbia Pictures-Screen Gems, at Beth Israel Hospital, Newark, N. J. A son, Andrew Scott, was born to Reinette and George Foster at Lying-In Hospital in Manhattan. Foster, with Bob Booker, heads 13 Productions, Inc., which is producing the film, "Pardon Me, Sir, But Is My Eye Hurting Your Elbow?"

A son, Gerald Scott, was born to Mr. and Mrs. Gerald Rafshoon at Georgia Baptist Hospital, Atlanta. Father is Paramount Pictures' southeastern merchandising representative.

### Diamond Rings

Mr. and Mrs. Joseph Wolf, Brookline and Boston, announce the engagement of their daughter, Janet Susan, to Peter Aransky, of Newton, Mass. Wolf is eastern division manager of Embassy Pictures.

### Obituaries

A. Joseph De Fiore, 69, veteran exhibitor, died in Wilmington, Del., General Hospital. From about 1928 until the mid 1950's he was general manager, Wilmington Photoplay Company, operating the neighborhood Park in Wilmington's west end. In the 1930's he managed road shows and the distribution of foreign films. Survivors include his wife, two sons, two daughters, a brother, four sisters, and seven grandchildren.

Maurice Gosfield, 51, whose screen credits included "Naked City" and "Kiss Of Death," and whose greatest popularity was achieved as Private Doberman in the Phil Silvers tv series, "Sergeant Bilko," died at Will Rogers Hospital, Saranac Lake, N. Y., after a lengthy illness. A World War Two veteran, he is survived by a sister and two brothers.

Eric Van Dyck, 75, for more than 40 years manager of Loew's Theatres in the New York area until his retirement in 1954, and one-time baritone with German opera companies appearing at the old Irving Place Theatre, died in Parkway Hospital, Forest Hills. He is survived by a sister.

### Columbia Earnings Up

NEW YORK—A. Schneider, president of Columbia Pictures Corporation, reports earnings of \$1.73 per share for fiscal 1964 against \$1.40 earned in the preceding year, and states that the company's first quarter of the current fiscal year is shaping up as one of the best in years.

Consolidated net earnings amounted to \$3,154,000 or \$1.73 per share for the year ended June 27. This, Schneider pointed out, was attained after a special inventory write-off of \$1,100,000, and compares with fiscal 1963 earnings of \$2,597,000 or \$1.40 per share.

Schneider also said that preliminary figures indicated that the first quarter of the current fiscal year should exceed the \$791,000 or 42 cents reported in the corresponding period of last year.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., OCT. 26

## Allied Awards Banquet Is Meet's Grand Finale

DETROIT—The grand finale to the Allied convention, the Awards Banquet, drew a capacity throng to the Grand Ball Room.

Mrs. Ann Damigill, who operates the Woodland D-I, West Mifflly, Pa., won the Cinema Distributors of America, Inc., trip to New Orleans for Mardi Gras.

Congresswoman Martha W. Griffiths predicted the 89th Congress would reduce taxes further, including eliminating theatre admissions, providing the military did not ask for an increased budget due to China's becoming a nuclear power. She advised theatremen: "I suggest you make your case well known."

Lawrence Weingarten was recipient of Allied's Producer of the Year Award. He had pseudo shudders as he remarked on "one producer facing 800 exhibitors," and went on to reminisce on his rich career.

He said further new courses must be charted; gambles taken on new personalities; exhibition should advise what it wants; and what is needed is "runaway audiences — not productions."

Leslie Caron was the graceful winner of the Allied Star of the Year Award. Miss Caron, who has the feminine lead in "Father Goose," said she thought she won the award not on performance but because "I am the only one to marry Cary Grant and Rock Hudson in one year!"

Sen. Philip A. Hart (D), chairman of the Senate Antitrust and Monopoly Subcommittee, when introduced said: "Many of you here owe your survival to the antitrust laws . . . This would explain your kind invitation . . . Depending on how they have affected your own economic interests, I would guess some of you greeted them with applause, others with cat calls . . . Antitrust is not a feature film . . . Instead, it's the old time serial . . . Antitrust laws are based on a single basic principle—business competition must be rea-



A package of film clips by Hollywood stars urging citizens to vote in the November elections was presented recently to Thomas D'Arcy Brophy, president, The American Heritage Foundation, second left, by Ralph Hetzel, acting president, Motion Picture Association. The Advertising Council represented by Theodore S. Repplier, president, left, and Edwin W. Ebel, vice-president, General Foods, and chairman of the Council's radio-television committee, distributed the films to every tv station in the nation and some 2,000 theatres.



## BROADWAY GROSSES

### Packed Houses For "Lady"

NEW YORK—The arrival of Warners' "My Fair Lady" at the Criterion was greeted by capacity crowds during its first week's engagement, with the rest of the Broadway first-runs reporting average or better business. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"MARY POPPINS" (Buena Vista). Radio City Music Hall, with usual stage show, claimed \$102,514 for Thursday through Sunday, with the fifth week sure to top \$148,000.

"THE OUTRAGE" (MGM). DeMille garnered \$15,000 for the third week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (United Artists-Cinerama). Warner Cinerama announced \$12,774 for the 49th week.

"FAIL SAFE" (Columbia). Loew's State did \$13,500 on the third week.

"CIRCUS WORLD" (Paramount-Cinerama) had \$5,000 for the 18th week.

"LILITH" (Columbia). Victoria garnered \$15,000 for the fourth week.

"TOPKAPI" (United Artists). Astor had \$25,000 for the sixth week.

"MY FAIR LADY" (Warners). Criterion opened to \$58,500 (capacity) on the first week for 10 performances.

"THE VISIT" (20th-Fox). Rivoli claimed the opening week was \$18,000.

"CLEOPATRA" (20th-Fox). RKO Palace on the fourth and final week of a "showcase" run did \$14,800.

sonable . . . fair . . . It is a shield against government intervention."

Convention chairman William M. Wetsman read the gathering a letter from President Lyndon B. Johnson in which he joined "Senator Hart in greeting theatre owners."

The convention ended early, but the hospitality suites did a flourishing "business" into the wee hours as the 35th Annual National Allied convention went into history.

Next stop, Pittsburgh in 1965.



# Allied Convention Attracts 1,100

Varied Agenda Combines  
Business, Fun; Spirit  
Of Delegates Runs High;  
Accent On Fair Practices

By ARTHUR HERZOG  
MPE Detroit Bureau

DETROIT—The 35th annual convention of National Allied foregathered last week at the Sheraton-Cadillac Hotel with a record-breaking 1,100 registrants.

The board of directors met before the first formal session to re-elect all officers and directors. Once again on these rosters are Jack Armstrong, president; Marshall H. Fine, chairman of the board; Ben Marcus, executive committee head; Milton H. London, executive director; George Stern, William M. Wetsman, James L. Whittle, Harrison D. Wolcott, Edward E. Johnson, and Harry B. Hendel, vice-presidents. Board of directors includes Albert Aaron, Abe Berenson, Benjamin Berger, Jack Clark, Sidney J. Cohen, Irving Dollinger, Marshall H. Fine, Julius M. Gordon, Edward E. Johnson, Roy H. Metcalfe, C. Elmer Nolte, Jr., Edward L. Ornstein, Alden W. Smith, Robert C. Spodick, George Stern, and Harrison D. Wolcott.

Armstrong was reluctant to serve again, but was swayed by the unanimous pressure and vote.

The meeting was comparatively short, inasmuch as pressing business had been dispatched at the recent board meeting in Milwaukee. There were, however, some reports including one on blind bidding by Armstrong, progress of the joint Allied-TOA committee on unification and that it will continue to meet, and a discussion on ethics.

Next board meeting was set for the first week in January in Miami.

Discussions in depth were introduced by Armstrong, who reviewed Allied's gain in strength and expanded membership, that it has become a better "tool" for exhibitors' welfare, is in better position than ever to serve as a "guideline" for its component organizations, and was the place where free exchange of ideas could flourish to the benefit of all.

His closing remarks that trade practices are the deepest concern, particularly of small and subsequent run theatres, was borne out, indeed, by the speakers who followed.

Irving Dollinger, New Jersey Allied, spoke on changes. Capricious, reasonless ones cause "houses to fall by the wayside." Those for the good of the industry, arrived at after research and planning, are good. In his "Changing Distribution Patterns," he also dwelt on the danger of raising floors and blind bidding.

He believes that before making major policy changes, distribution should consult with exhibition. He scored "unconscionable terms," hard ticket runs which milk an attraction dry by the time it reaches subsequent runs. He also predicted in years to come most income will come from shopping center theatres.

Jack Clark, Independent Theatre Owners of Ohio, discussed showcase problems, which include forced competitive bidding and extended play time. These result in losses at the

## Allied-TOA Unity Talks Iron Out Complex Problems

DETROIT—In closing the first afternoon session of the Allied 35th annual convention, Marshall H. Fine, chairman of the board, brought the crowded room up to date on the progress being made between Allied and TOA in exploring unification.

He said the joint meetings of the two boards have been held as frequently as possible, and that the complex problems were being ironed out.

The thinking at this point on both sides is that one strong organization will be the best thing for exhibition. He expressed optimism that this will be achieved.

President Jack Armstrong said, "Of course I can't tell whether it will take six weeks, six months, or a year. But neither organization is pregnant—it won't be a shotgun marriage. I believe the 'engagement' will be short and will lead to a happy 'marriage'."

Fine added, "So far, no stumbling blocks have developed. We were particularly glad of Redstone's (Sumner Redstone, recently-elected president of TOA) reaction immediately on being elected." (Redstone in his acceptance speech had voiced identical sentiments.)

end of an over-extended run which wipe out the profitable weeks. This "hogging" does two deleterious things: it robs attractions of value on subsequent runs and deprives lesser films of screen time.

Ray Vanderhaar, North Central Allied, talked on "Sales Policy."

No "cog" in a smoothly-running machine can function at the expense in the whole. He sees exhibition as comprised of two segments—large and small operations—and different sales policies should apply to each. There should be a sales policy "tailored to the needs of the small exhibitor." As things stand, he likened the situation to "a Model T trying to pull a five ton load." For such, he advocated "ability to pay terms."

From the floor, Benjamin Berger, Allied Theatre Owners of Wisconsin, asked for a resolution to follow up Vanderhaar's suggestion to enlist support of other Allied units on "ability to pay terms."

Roy Metcalfe, Allied Independent Theatre Owners of Iowa, Nebraska, South Dakota, Inc., held that some "flat" film rentals in small situations became equivalent to 40-50 per cent of gross. He advocated weekly grosses of \$500 should pay no more than 20 per cent, \$1,000 25 per cent. Present holding to contracts were throwing houses into bankruptcy, which also affect distribution. Contra, the small exhibitor should give distributors honest overhead and "be a straight-shooter," and they will understand and act accordingly.

One theatreman remarked, "When I play tragedy, receipts are a farce. When I play farce, receipts are a tragedy."

Ken Prickett, Independent Theatre Owners of Ohio, gave a thoroughly-documented accounting of CATV. He revealed there are already over 1,700 community antenna systems in existence, and there is now a "rash" of applications for new ones by quick buck

## AA Reports Fiscal Upturn; Year Shows Small Profit

HOLLYWOOD—S. Broidy, president, Allied Artists Pictures Corporation, in the annual report to stockholders dated Oct. 17, revealed that the consolidated operations of the company and its subsidiary corporations for the fiscal year ended June 27, resulted in net income of \$60,673, the equivalent, after provision for fiscal 1964 preferred dividends, to three and seven-tenths cents per share on the 931,608 common shares outstanding at the year end. This compared with a net loss in 1963 of \$2,747,000, or \$2.97 per common share after provision for preferred dividends.

No provision for federal income taxes was made in the 1964 fiscal year because of prior years' losses.

This \$60,673 net income is before setting up an additional reserve of \$395,000 which was added to the previous reserve of \$1,000,000 to cover claims of the IRS for additional federal income taxes for the years 1949 through 1957.

Broidy also reported that on June 5 the company granted a license for the foreign tv distribution of substantially all its pre-1963 theatrical motion pictures. A guaranteed share of net receipts of \$1,218,425 was applied in satisfaction of liabilities of the company which were secured by these rights. Such guarantee has been included in income for the year ended June 27.

Subsequent to June 27, the licensee assigned the agreement to Seven Arts Productions International, which paid to the licensee the aforementioned amount. On Sept. 25, the company and Seven Arts entered into a new agreement granting a license to Seven Arts generally for a period of 15 years for foreign television and theatrical reissue distribution of the pre-1963 features. On Oct. 8, Seven Arts paid the company \$1,281,575, thus increasing to \$2,500,000 the company's minimum non-refundable guaranteed share of net receipts from such distribution.

promoters hoping to cash in if pay-tv becomes a successful reality. He cited many irresponsible examples of the granting of a city's rights-of-way.

He also went into 16 and 35mm exhibition in schools and colleges. He pointed to the new danger of films now being shown on a railroad.

He mentioned the sending of letters to distributors protesting going-attraction films to schools and colleges which were playing to substantial audiences in competition with theatres and paying less for the product than the theatres.

Sidney Cohen, Allied Theatres of N. Y. State, Inc., expanded on the 16mm theme, pointing out there was a method of attacking 16mm infringements which may not legally advertise such showings. He advocated making it a national rather than local issue.

Robert C. Spodick, Allied Theatre Owners of Connecticut, in talking on "Financing Shopping Center Theatres," gave the background of changes since just before World

(Continued on page 8)



# Ginsberg Named T-L Sales Chief; Aims At 25 Films For '64 Release

NEW YORK—Sidney Ginsberg has been appointed general sales manager of Trans-Lux Distributing Corporation, it was announced by Richard P. Brandt, president. He replaces Edward R. Svigals who resigned from the post. Ginsberg, who has been with Trans-Lux for 22 years in all phases of distribution and exhibition, most recently served as assistant to the president.



GINSBERG

In his first move, Ginsberg announced the acquisition from its Italian producer of a new Elke Sommer starrer, "Love the Italian Way." Still unreleased and being readied for distribution in either subtitled or dubbed versions is the French import, "Ophelia," a modern adaptation of "Hamlet." In all, Trans-Lux will have some 25 pictures in release by the end of the year, according to Ginsberg.

New product will be sought beginning next month when Richard Brandt will visit Paris, London, and other cities scouting for new properties. Also in the offing, according to Ginsberg, are co-production agreements which will be pursued domestically as well as overseas.

No longer considered an importer of exclusively "art" films, Trans-Lux will give equal stress to domestic product and, internationally, will seek films that have broad commercial potential, Ginsberg said. These acquisitions, he added, will be considered for mass distribution through major film companies. Such deals are not new to Trans-Lux, he pointed out. In 1956, when Ginsberg helped form the Trans-Lux distribution arm, some of its product was handled by MGM, 20th Century-Fox, and Allied Artists.

Ginsberg, in his new role, will be directly involved in one of the major censorship issues now facing the United States Supreme Court. The firm's Danish import, "A Stranger Knocks," is now awaiting review by the high court following a series of proceedings before the courts of New York State.

Beginning with a refusal by the N. Y. State Board of Regents to license the film in New York, Trans-Lux made a successful appeal to the Appellate Division of the N. Y. State Supreme Court, a decision later reversed by the N. Y. State Court of Appeals. A final action by Trans-Lux before the U.S. court ensued and is now pending.

Although the prime legal issue with "A Stranger Knocks" revolves around whether or not certain sexual acts in the film are an integral part of it, Ginsberg reaffirms the company's broader interests, noting that "Stranger" represents another opportunity in the film industry's battle for freedom of the screen. "Stranger," Ginsberg advised, has opened to overwhelmingly favorable critical praise in other states. In citing Boston as an example, Ginsberg quoted one critic who called the film ". . . far more moral than the pillowtalk reeling out of Hollywood in the guise of family comedy."

Immediately prior to Ginsberg's appointment, Trans-Lux acquired distribution rights to the Hammer Brothers production of "Gone



Embassy Pictures president Joseph E. Levine, star Carroll Baker, and Paramount president George Weltner recently celebrated the start of "Operation Harlow," a six-day publicity junket aboard the Queen Mary in New York, in conjunction with Levine's forthcoming biography of Jean Harlow.

## Unger Acquires Properties

NEW YORK—Oliver A. Unger, who announced the formation of a new company to produce 26 films for theatre exhibition and eventual television broadcast, made known the titles of several new properties which he has acquired for his organization. With "Mozambique" and "Coast Of Skeletons" already completed, and "Sammy" now being filmed, Unger reveals that the next film which will go before the cameras in Beirut in mid-November is "24 Hours To Kill," with Dale Robertson probably slated for the starring role.

For these four films, Unger Productions, Inc., has the Western Hemisphere and Far Eastern rights, plus a participation in the rest of the world, with Unger himself receiving credit as executive producer.

In 1965 Unger Productions, Inc., will bring back the character of Fu Manchu in an as yet untitled film. It was also disclosed that the company has acquired all of the re-make rights to the films produced by Cardinal Pictures (Harry Popkin) which include Agatha Christie's "10 Little Indians," "Dead On Arrival," "Champagne For Caesar," and "Impact," as well as seven unproduced screenplays by top writers.

Are The Days," based on Broadway's successful play, "Purlie Victorious." Itself the subject of much controversy, "Gone" is now setting an improved booking pace around the country, having picked up considerably from its initial reception during the height of recent race rioting. The film lampoons civil rights stereotypes.

Sidney Ginsberg joined Trans-Lux in 1943 as an assistant theatre manager, soon becoming supervisor of the theatre chain. He later added film booking to his assignments. In 1956, he helped organize Trans-Lux Distributing Corp. after the acquisition of one of the most successful imports of all time, the famed "La Strada," winner of innumerable honors including the Academy Award. He became active in film sales and more recently was involved in developing tv properties for the Trans-Lux television subsidiary.

## Carroll Baker As "Harlow" Is British Bally Bonanza

SOUTHAMPTON, ENGLAND—All the excitement of Hollywood's most glittering world premieres accompanied the arrival here from New York of Jean Harlow, in the person of Miss Carroll Baker, aboard the RMS Queen Mary.

As Miss Baker, in the guise of Harlow, descended the gangplank on the arm of producer and Embassy Pictures president Joseph E. Levine, the huge crowd on the docks surged forward and tested the full strength of the customs barricades. Over 75 reporters, photographers, and radio-tv representatives were on hand to cover the dramatic arrival, which climaxed five days of special activities for Levine's forthcoming Paramount release, "Harlow," aboard the Queen Mary.

The "Harlow" party left almost immediately for London aboard a specially-chartered boat train equipped to re-create for the English press some of the highlights of the ocean voyage. Miss Baker and Levine later attended the overseas premiere of "The Carpetbaggers" at the Plaza in London. The gala Variety Clubs benefit was followed by a ball at Claridges Hotel.

Miss Baker will start rehearsals for "Harlow" immediately on her return to Hollywood. The multi-million dollar production, to be directed by Gordon Douglas from Sidney Boehm's screenplay, goes before the cameras at Paramount on Nov. 28.

## "Rio" Bows For Jim Brown

CLEVELAND—The world premiere of 20th Century-Fox's "Rio Conchos," at the Hippodrome, Cleveland, honored Jim Brown, one of professional football's outstanding stars, who makes his film debut in the adventure-drama. The opening, presented as a "Salute to Jim Brown," benefited the American Cancer Society, of which the Cleveland Browns full-back is co-chairman for Ohio.

Brown welcomed the distinguished guests, who included Cleveland civic and community leaders as well as celebrities from the world of sport.

Among the guests were Edmond O'Brien, who co-stars in "Rio Conchos," and his wife, actress Olga San Juan; the Cleveland City Council; Joe Silver, director of the State and National Boards of ACS; Art Model, owner of the Cleveland Browns; Blanton Collier, the team's head coach; Sam Schultz, general manager of Selected Theatres and general chairman of the premiere committee; and many of Brown's team mates.

The festivities were covered by local television, radio, and press, and featured bands and klieg-lighted ceremonies.

## Goldwurm Heads IFIDA Unit

NEW YORK—Jean Goldwurm, president of Times Films, will serve as awards chairman for the Independent Film Importers and Distributors of America by appointment of the organization's governing committee, it was announced by Michael F. Mayer, executive secretary.

The IFIDA Awards to the best foreign films will be presented at the International Film Awards Dinner on Jan. 19, 1965, in the Imperial Ballroom of the Hotel Americana. Walter Reade, Jr., is dinner chairman.



# The 1964 HUMAN RELATIONS AWARD

of the  
Anti-Defamation League  
will be conferred on  
**JOSEPH E. LEVINE**



... for his devotion to the cause of freedom and his indelible contribution to the concept of brotherhood.

Barney Balaban, last year's recipient of this high honor, will make the presentation at a luncheon on November 5th.



Luncheon Chairman: Harry Brandt

Chairman Amusement Division of ADL: Benjamin Melniker

Tickets \$8 per person; \$80 per table

Checks should be made payable to Adolph Schimel, Treasurer and mailed to

Benjamin Melniker, Joseph E. Levine Testimonial Luncheon, 315 Lexington Avenue, Suite 600, New York 16, N.Y.

**The time: Thursday, November 5th at 12 noon — The place: Americana Hotel, 53rd St. and Seventh Avenue, N.Y.C.**

ADL gratefully acknowledges the donation of this space by this publication.



# Ferguson Heads MPAA Ad-Pub Unit; Progress Reported On PR Program

NEW YORK—Robert S. Ferguson, vice-president in charge of advertising and publicity for Columbia Pictures, was unanimously elected chairman of the advertising and publicity directors committee of the Motion Picture Association of America. Ferguson succeeds Fred Goldberg, vice-president of United Artists, who has served with distinction during the past year.

Jack Goldstein, national director of advertising and publicity for Allied Artists, was elected vice-chairman. The chairman and the vice-chairman serve for one year.

Goldberg was thanked profusely for the time and service he has given during the launching of the new Anna Rosenberg Associates public relations program. He has attended many special meetings during the initial stages of this new program both here in New York and on the west coast.

Highlight of the meeting was a progress report on the public relations program by Mrs. Rosenberg, head of the Anna M. Rosenberg Associates. The report covered many phases of the new program in terms of accomplishments which already have appeared in the financial press, the daily press, and of upcoming stories in many magazines. Future programs for television and other segments of the Rosenberg plans also were discussed.

Ralph Hetzel, acting president of the Motion Picture Association, reported briefly on the accomplishments of the educational phase of the public relations program. He mentioned the research program conducted by the American Committee on Education, the symposium of 72 educators and film people at Lincoln Center during the New York Film Festival, and the development of a report that will spell out future programs aimed toward the introduction of courses on film appreciation in colleges and universities throughout the country.

The community relations phase of the public relations program under the direction and supervision of Margaret Twyman, MPAA director of community relations, was put over to a future meeting.

A sub-committee was set up to study further the proposal for a research program proposed by the National General Corporation.

## Stafford To K.C. For Fox

NEW YORK—Richard Stafford has been appointed 20th Century-Fox branch manager in Kansas City, it was announced by Joseph M. Sugar, vice-president in charge of domestic sales. Stafford replaces Joseph R. Neger who has resigned.

A native of Buffalo, Stafford entered the motion picture industry with Columbia in that city in 1940 and remained there as advertising accessory manager until 1947. He then joined Universal as head booker and office manager first in Denver, then in Kansas City, returning to Denver in 1950.

Stafford became a salesman for Warner Bros. in Salt Lake City in 1951, and for Paramount in Salt Lake City in 1955. He was named branch manager for the Rank Organization in Salt Lake City in 1959. His most recent position was a salesman with United Artists in San Francisco.



Stella Stevens, one of the stars of Columbia's "Synanon," and Columbia Pictures vice-president Robert S. Ferguson recently examined rushes of the film in a screening room at Columbia's west coast studio during Ferguson's trip to Hollywood.

## Electronovision Sets Teen Music Show For Christmas

NEW YORK—Electronovision, Inc., which on last Sept. 23 and 24 presented Richard Burton's "Hamlet" in its revolutionary Electronovision-Theatrofilm process simultaneously in 971 theatres coast to coast and in Canada, announced that its second presentation—to be theatrefilmed in the Santa Monica Civic Auditorium, Santa Monica, Calif., on Oct. 27 and 28—will be an original production: a 100-minute teenage music show featuring a number of the world's top selling recording favorites, tentatively titled "Teenage Command Performance."

It will be shown in theatres throughout the world during the Christmas holiday season, according to Electronovision, Inc.'s president, William Sargent. Sargent, himself, will act as executive producer. "Teenage Command Performance" will be produced by Lee Savin and directed by Steve Binder.

Among performing artists already signed are the Beach Boys, Lesley Gore, Rolling Stones, Marvin Gaye, and Jan and Dean. In all, there will be 13 "name" recording acts in the show, which will be staged before live audiences for the theatrefilmings.

Simultaneously with the announcement of Electronovision, Inc.'s newest production, Sargent disclosed there will be a tie-in between "Teenage Command Performance" and the recently formed Teenager Awards Music International (TAMI). The latter, a non-profit California corporation, one of whose purposes is to advance, promote, and encourage the understanding and appreciation by teenagers of all forms of music, will conduct a balloting among the millions of youngsters who will attend the theatrical showings of the theatrefilm, to determine their favorites in a variety of categories.

## "Spying" Spoof In L. A. Bow

NEW YORK—"Carry On Spying," latest in the popular "Carry On" series, a spoof on spy spoofs, will premiere at Fred Stein's Crest, Westwood, Los Angeles suburb, on Nov. 6, it was announced by David Emanuel, president of Governor Films.

## Allied Convention

(Continued from page 5)

War II to the present. He observed it was almost impossible for the small exhibitor to finance a shopping center house, which is the coming thing.

Fine summarized and added that the problem of unfair selling policies can be "licked" if only exhibitors would refrain from booking at unprofitable rates (for them) and not book on the theory that "if they didn't the man down the block will." "Distributors want to play all houses. So, do it yourself, and if you're fair, they'll come back."

On the functioning of Allied, he warned that while much could be accomplished by conventions, "Resolutions don't end problems." He added, "Don't do it alone. Work with your organization."

## Second Day

The morning of the second day was devoted to inspecting the theatre and concession equipment displays. Following this, the ladies were taken in a cavalcade of buses to The Roostertale, fabulous glass-enclosed night club on Lake St. Claire. After luncheon came a fashion show, door-prizes, and a tour of the famed Fisher Theatre. Meanwhile, the men assembled for the Keynote Luncheon.

Detroit Mayor J. P. Cavanagh envisioned a future when "80 per cent of the population would live in metropolitan complexes." He also lauded the motion picture profession for current fine product, and thanked film makers "for leadership in providing quality entertainment."

Lynn Townsend, Chrysler Corp. president, delivered the keynote address, reported in last week's issue of MOTION PICTURE EXHIBITOR.

Immediately after lunch, the gathering went into the "State of the Industry Session."

Neither billed nor titled were Marshall H. Fine's upbeat remarks. Last year, he said, at a cost of \$100 million, 300 new theatres were constructed, 670 old ones refurbished, and 180 reopened. Despite the many problems, gross was up 10 to 20 per cent. "There was never a time when we had such quality as now. We now tap new sources and the older studios are again turning out top product.

"Television is licked, the saturation point has been reached. Fewer watch it now than two years ago, one year ago. . . ."

"New releasing patterns have wreaked havoc in some situations, but, with expanding population, the number of people in theatres is up."

Lawrence Herman, advertising director of the Detroit News, was to speak on "Censoring Newspaper Ads." Instead, he announced, his talk was titled "Editing Newspaper Ads."

He devoted himself in the main to point all that all parts of a newspaper had to be edited, and that movies had numberless companions including some categories which could not advertise at all. He mentioned tobacco, alcohol, drugs, physicians, friendship clubs, comparative pricing, among others.

He also reeled off a list of quotations and titles taken from quick-buck movies.

There was another change in the program when Mrs. Margaret G. Twyman, director of community relations for the Motion Picture Association, took over the podium. Instead of elucidating on her scheduled theme, "Film-Going With a College Education," she called up her new aide, Bill McCutcheon, and to-

(Continued on next page)



## Allied Convention

(Continued from page 8)

gether they recited humorous poetry while hilarious slides purporting to show how theatremen and the public saw each other were flashed on a screen.

The biggest laugh drawn of many was the sudden appearance of a rath--er--daring picture of a lady. There was a deadly pause, and then Mrs. Twyman said lamely, "O! Please excuse me. That was meant for the TOA convention."

Martin Quigley, Jr., president of Quigley Publications, spoke on "Tools of Our Trade." He said 100 experienced men and women combined efforts to turn out the nation's movie trade papers at a cost of \$1 million a year. He said they "opened the world of exhibition and provide you with the knowledge for doing better jobs."

Ralph Pries, assistant chief barker of Variety Clubs International, spoke on the clubs' work, Sunshine Coaches, Will Rogers Hospital, and enumerated many Variety projects. He mentioned the recent upsurge in activity and attributed this to the stimulus provided by chief barker James Carreras. He urged delegates to return home and "join the nearest Variety Club."

M. A. Ripps, president of Cinema Distributors of America, Inc., talked on "New Dimensions in Showmanship." Included was the remark, "There is one formula for success—that is—there is no formula."

He then relented while three pretty girls passed out sealed envelopes which he alleged did contain such a formula. They contained the sole of a shoe on the leather of which was pasted, "This Is Your Secret Formula for Success from C.D.A., Inc."

The concluding speech by Jack Armstrong called for a code of ethics between competing exhibitors and for all to "encourage distributors to play every theatre and as soon as possible—at a profit."

At 6:30, Motion Picture Association held a reception, followed by dinner with Allied Artists Pictures Corp., Buena Vista Distribution Co., Inc., Columbia Pictures Corporation, Metro-Goldwyn Mayer, Inc., Paramount Pictures Corporation, United Artists Corporation, Universal Pictures Company, and Warner Bros. Pictures, Inc., serving as hosts.

After dinner, conventioners attended six top-flight attractions offered at downtown theatres.

### Third Day

Conventioners spent their third morning at the Madison screening 1965 major releases.

The "Fun and Profit" theme put the accent on the "Fun" part the rest of the day and evening.

American International Pictures put on a splendid luncheon in the Grand Ball Room, which was gaily decorated a la AIP. There was an orchestra and a battery of pretty girls dressed in diaphanous shorties to distribute favors.

The usually dreary task of introducing 30 people on the dais was ingeniously circumvented and turned into a scene of hilarity. The introductions were turned over to Don Rickles, better known as "The Sultan of Insult," who kept a packed room rocking for nearly half an hour.

Irving Goldberg, former chief barker of Tent 5, announced the recent Variety Club of Detroit benefit had brought in around \$30,000.

Mrs. Raymond R. Kanagur, president of the Greater Detroit Motion Picture Council, an-

# AMPA Honors Paramount's Balaban With Hall Of Fame Award For 1964

## Goldwyn Wins Long Suit Over Inadequate Rentals

**HOLLYWOOD**—Samuel Goldwyn won his long anti-trust fight against Fox West Coast Theatres, National Theatres (now National General Corporation), and 20th Century-Fox with a victory in U. S. Supreme Court, which turned down defendants' appeal from judgment in Goldwyn's favor, sustaining the U. S. District Court and Court of Appeals.

Filed in 1950, Goldwyn's action claimed damages for low monopoly film rents paid by defendants for 27 pictures. District Court ruled that Goldwyn's claim as to 20 pictures was barred by the statute of limitations; but rendered judgment in Goldwyn's favor, which now amounts to over one-half million dollars, for inadequate film rentals for seven pictures. The U. S. District Court of Appeals affirmed the money judgment, and, in addition, reversed the District Court ruling barring balance of Goldwyn's claim. The Supreme Court ruling, refusing to hear the defendants' appeal, affirms the judgment in Goldwyn's favor and rules that he may now be awarded damages for the other 20 pictures.

nounced a contribution by the organization to the Will Rogers Memorial Hospital and handed out the organization's annual awards. These were given for screenplays written by students of Prof. Vincent Wall at Wayne State University. The winners were Delbert J. Parker, Mrs. Emma Price and David Somers. Mrs. Milton H. London, who directed the women's activities during the convention, was awarded a "Purple (floral) Heart" by Mrs. Kanagur.

President of AIP James H. Nicholson reminded the gathering of an Allied convention some years back when the assembled wondered if there would ever be another meeting, in contrast to conditions today. He also observed the "Starburst of Youth for the World's Young at Heart," commemorating AIP's 10th anniversary.

Vice-president Samuel Z. Arkoff also welcomed AIP guests.

Barkerettes Mrs. Woodrow R. Praught, Mrs. Lou Marks, and Mrs. Louis Mitchell were honored for their chairing of committees as hostess and workers at the convention.

AIP starlets Donna Loren, Susan Hart, Bobbi Shaw, and Candy Johnson, and comic Don Rickles put on a show of twisting, singing, and humor.

Orchestra playing for the luncheon, conducted by Zan Gilbert, also backed the show.

Concluding were sequences from "Pajama Party" and as yet unreleased product for 1965.

The Pepsi-Cola booth in the equipment display was mighty crowded after lunch as Vonda Kay Van Dyke (Miss America to you) autographed pictures and was photographed with many delegates.

Mary Davis Gillies, senior editor of McCall's Magazine, entertained and instructed the ladies with a talk and slides showing the influence of movie sets on home decorating,

(Continued on page 12)

NEW YORK—Announcement of the recipients of the 1964 annual awards sponsored by Associated Motion Picture Advertisers (AMPA) was made by Melvin L. Gold, president. The Awards will be presented at a special luncheon at the Americana Hotel tomorrow (Oct. 29).

Barney Balaban was named to receive the Hall of Fame Award, presented annually to the industry's "Man of the Year." The presentation will be made as the Martin Quigley Hall of Fame Award in tribute to the late publisher of Quigley Publications, "for contributions to the success and growth of the motion picture industry; for activities that have added important chapters to the glorious history of the industry—and for current resourceful enterprise." Last year, the Hall of Fame Award was tendered in behalf of Herman Robbins, late chairman of the board of National Screen Service.

Nine additional plaques will be awarded at the luncheon for extraordinary service and achievement during 1964. The recipients are:

**PROGRESS AWARD:** Joseph E. Levine and Embassy Pictures.

**EXHIBITOR SERVICE AWARD:** Robert W. Selig—"for service to the industry; for his aggressive participation in the fight against pay tv; for his showmanship and his progressiveness in exhibition."

**ERIC JOHNSTON AWARD:** Bob Hope—"for outstanding activities that have generated goodwill for the motion picture industry, internationally."

**AD CAMPAIGN AWARD:** Fred Goldberg and United Artists—"for the outstanding campaign on 'Topkapi'."

**SHOWMANSHIP AWARD:** United Theatre Owners of the Heart of America—"for outstanding showmanship demonstrated at its 1934 Show-A-Rama."

Special awards will also be presented to the following:

**HI MARTIN**, vice-president and general manager, Universal Pictures—"for outstanding effort and accomplishment in behalf of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratory."

**ROBERT H. O'BRIEN**, president, Metro-Goldwyn-Mayer Corporation—"in recognition of outstanding accomplishment in behalf of MGM and the motion picture industry during the past year."

**WARNER BROS. PICTURES**—"in recognition of progressive activities in behalf of the motion picture industry through the introduction of Electronovision."

**COLUMBIA PICTURES**—"in recognition of its 40th anniversary and four decades of dedicated service to the motion picture industry."

Norman Robbins, vice-president of National Screen Service, is chairman of the award's luncheon committee.

## Callahan Joins Embassy

NEW YORK — Thomas D. Callahan has joined the promotional staff of Embassy Pictures as assistant to John J. O'Rourke, director of exploitation. Prior to joining Embassy, Callahan held promotional and exploitation posts at 20th-Fox and, most recently, with the Century Theatre Corp.



# A AVAILABLE FOR SALE ONLY TO SUBSCRIBERS •

**PLUS SERVICE No. 1**

## THE SERVICE-KIT

—a streamlined system for BUYING, BOOKING and CONTRACT CONTROL



- Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:
  1. A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)
  2. 10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)
  3. 10 sheets of PERFORMANCE RECORD and CUT-OFF SHEETS (9 x 12 inches)
  4. A permanent EQUIPMENT RECORD
  5. An 18-month BOOKING CALENDAR
  6. A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.
- After the first year, additional sets of any particular FORM can be purchased separately; any back REVIEW SECTION for 5c; and any DIVIDER INDEX for 20c.

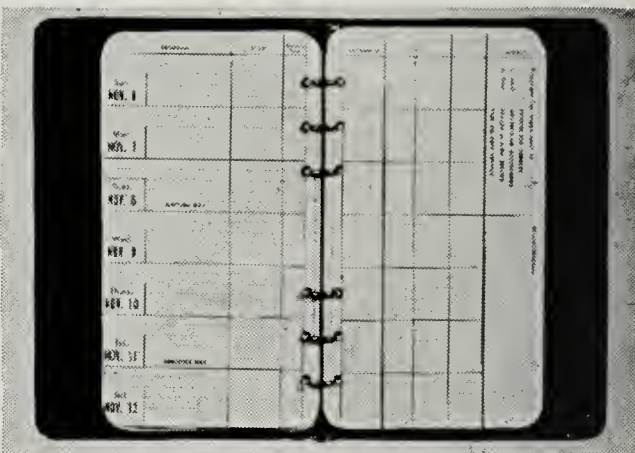
STIFF-BACKED 3-RING BINDERS AVAILABLE. See No. 11a & b

Price: \$1.30 per set

**PLUS SERVICE No. 4**

## THE NEW "Pocket-Size" DATE BOOK

—latest innovation in the field of small booking records.



- This new design has proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm.
  - (a) 5 lines of booking space were gained by taking full advantage of the 3 3/4 x 6 3/4 inch page area.
  - (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct.
  - (c) Spaces are allowed for cost, gross, weather, etc., as desired.
  - (d) All dates, days of the week, and holidays are clearly printed.

Dated forms for ONE FULL YEAR are printed to start with each JULY 1st.

Price: \$1.00 per yearly set

SOFT-BACKED 6-RING LEATHERETTE BINDERS ARE AVAILABLE. See No. 11c

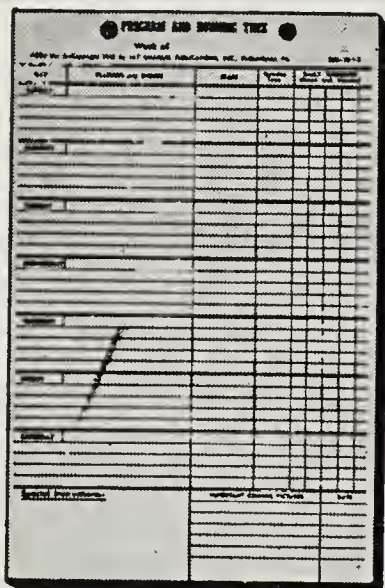
**PLUS SERVICE No. 2**

## PROGRAM and RUNNING-TIME Schedules

—a basic weekly form to replace the scribbled note or tissue carbon.

- These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.
- Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.
- One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

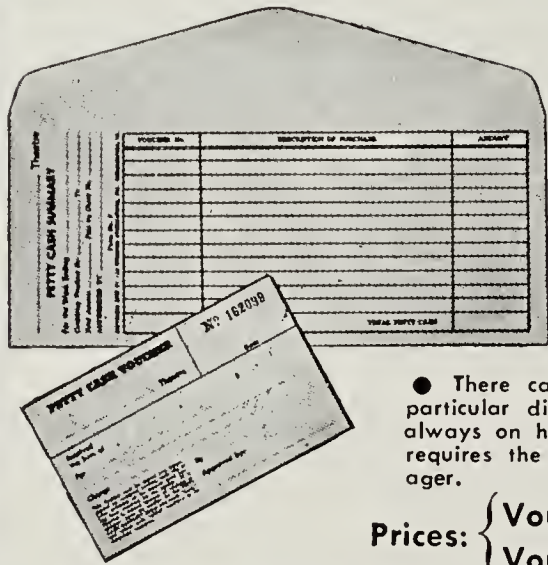
Price: 30c per pad



**PLUS SERVICE No. 5**

## Weekly PETTY CASH SYSTEM

—designed for simplicity and quick theatre reference.



- These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.
- The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

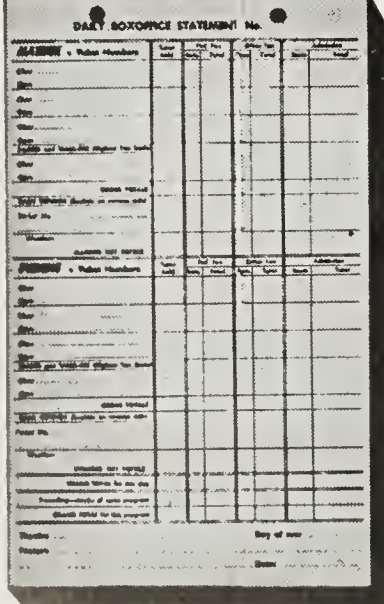
- There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: { Voucher Pads.....30c each  
Voucher Envelopes—50 for 65c

**PLUS SERVICE No. 3**

## Daily BOXOFFICE STATEMENTS

—all embracing memoranda of the complete cash control system.



- Printed on both sides so that complete factual totals for one day can be kept on one 5 1/2 x 9 inch sheet, each itemizes:
  1. OPENING AND CLOSING TICKET NUMBERS
  2. PASS AND WALK-IN TICKET NUMBERS
  3. CASH TOTALS AND REFUNDS
  4. TAX TOTALS
  5. PROGRAM, WEATHER, AND OPPOSITION
  6. SPACES FOR HOURLY TOTALS
  7. MISCELLANEOUS INCOME AND DEPOSITS
- Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.
- Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

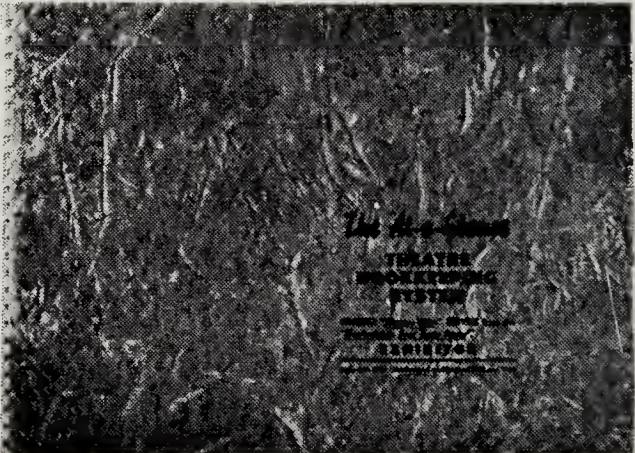
Price: 30c per pad

**PLUS SERVICE No. 6**

## THE "At-a-Glance" BOOKKEEPING BOOK

—specially designed by a leading theatre specializing C.P.A. authority.

- This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for:
  - (1) daily ticket record,
  - (2) tax collected daily,
  - (3) daily gross,
  - (4) pass and walk-in records,
  - (5) weather and opposition,
  - (6) daily show cost,
  - (7) weekly income from vending machines, etc.,
  - (8) weekly gross,
  - (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly,
  - (10) weekly profit or loss statement,
  - (11) profit or loss for the year to date, etc.



Price: \$1.75 per book (Sufficient for 52 weeks).

DESIGNED . . . PRODUCED . . . WAREHOUSED . . . and DELIVERED . . . restricted to current THEATRE SUBSCRIBERS ONLY! Sample sheets



# • TIME TESTED FORMS and SYSTEMS:

**PLUS SERVICE No. 7**

## Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.

**THEATRE PAYROLL**

City: *Center Square, Va.*

Week ending: *5/1/35*

Employee	Rate	Hours	Salary	Overtime	Total	Deductions	Net Pay
<i>ARTHUR J. GIBNEY</i>	<i>1.25</i>	<i>40</i>	<i>50.00</i>	<i>0.00</i>	<i>50.00</i>	<i>0.00</i>	<i>50.00</i>
<i>JOHN J. GIBNEY</i>	<i>1.25</i>	<i>40</i>	<i>50.00</i>	<i>0.00</i>	<i>50.00</i>	<i>0.00</i>	<i>50.00</i>

Price: 52 sheets (1 year) for \$1.30

- This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.
- Designed to be filed in the ordinary letterhead size cabinet (8 1/2 x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc.
- One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

**PLUS SERVICE No. 9A**

## Monthly Drive-In BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.

**Drive-In Theatre BUSINESS ANALYSIS SPREAD-SHEET**

Week	Day	Weather	Temp	Admissions	Confection	Total
<i>1</i>	<i>Mon</i>	<i>Clear</i>	<i>75</i>	<i>100</i>	<i>50</i>	<i>150</i>
<i>1</i>	<i>Tue</i>	<i>Clear</i>	<i>75</i>	<i>100</i>	<i>50</i>	<i>150</i>

- There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.
- At the end of any one month, the complete picture is there for analysis and study,—and at the end of the some month of the following year, your headway or shortcomings are obvious.
- Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

**PLUS SERVICE No. 8**

## SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

- Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.
- This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.
- It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

Price: 10c each

A practical SERVICE MANUAL for the Theatre Staff

6th Printing (Revised)

**PLUS SERVICE No. 10**

## Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.

**ANNUAL EMPLOYEE EARNINGS RECORD**

Employee Name: \_\_\_\_\_

Month: *JANUARY*

Day	Rate	Hours	Earnings	Withholdings	Net Pay
<i>1</i>	<i>1.25</i>	<i>40</i>	<i>50.00</i>	<i>0.00</i>	<i>50.00</i>

and government report; and current cards, arranged alphabetically constitute the only working set.

● Here is a time-saving, accurate system you'll rave about!

Price: 40c for 12 cards

- Uncle Sam requires that you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a salary book is inconvenient and bulky. Under this EXHIBITOR system, one 8 1/2 x 11 inch index card suffices for any one employee for one year, and each year is an entity in itself. The card of a fired or quit employee is set aside for tax return

**PLUS SERVICE No. 9**

## Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.

**DRIVE-IN THEATRE DAILY BOXOFFICE STATEMENT**

CARS = Total Entering on This Day

Category	Count	Value
<i>ADULTS</i>	<i>100</i>	<i>100.00</i>
<i>CHILDREN</i>	<i>50</i>	<i>25.00</i>
<i>PASSES</i>	<i>10</i>	<i>10.00</i>

- A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.

● All on a handy 5 1/2 x 9 inch sheet punched for filing in a post or ring binder and podded 50 to the pad.

● Here is a professional form never before designed for drive-in operation.

Price: 30c per pad

**PLUS SERVICE No. 11**

## Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

**Service-Kit BRIEF CASE (a)**

● A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$6.00 each (Tax included)

**Service-Kit BINDER (b)**

● A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$1.50 each

**Pocket-Size Date Book BINDER (c)**

● A small, flexible leatherette binder equipped with 6-ring holder designed for the 3 3/4 x 6 3/4 Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's booking,—and other features.

Price: \$1.30 each

at NON-PROFIT PRICES . . . as a "Theatre-Wise" plus-service that is frankly without obligation.

{ MOTION PICTURE EXHIBITOR }  
317 N. Broad St., Phila. 7, Pa. }



## Harling Named President Of Metropolitan Exhibit Unit

NEW YORK—Philip F. Harling, Stanley Warner Theatres executive, was elected president of Metropolitan Motion Picture Theatres Association, Inc., at the annual meeting of the Association, held at the St. Moritz Hotel.

Leslie R. Schwartz, head of Century Theatres, was re-elected chairman of the board.

Also elected were Donald S. Rugoff, president of Rugoff Theatres and Cinema V, first vice-president; Walter Brecher, vice-president of Brecher Theatres, second vice-president; James F. Gould, vice-president and treasurer of Radio City Music Hall, treasurer, and M. O. Strausberg, president of Interboro Theatres, assistant treasurer.

Elected members of the board of directors were Leo Brecher, Russell V. Downing, Edward L. Fabian, Harry Goldberg, Joseph E. Levine, Harry Mandel, Martin H. Newman, Samuel Rinzler, Donald S. Rugoff, M. O. Strausberg, and Arthur Tolchin.

Elected as alternate members of the board were Walter Brecher, Thomas J. Crehan, Bernard D. Diamond, Emanuel Frisch, James F. Gould, Philip F. Harling, Leonard Lightstone, E. David Rosen, Leslie R. Schwartz, Stanley N. Silverman, and Solomon M. Strausberg.

Russell V. Downing was elected chairman of the executive committee by the newly elected members of the executive committee consisting of, in addition to its chairman: Harry Mandel, Martin H. Newman, Samuel Rinzler, Solomon M. Strausberg, and Arthur Tolchin.

Samuel Rosen, executive vice-president of Stanley Warner, one of the Association's original founders, was elected to the newly created post of honorary chairman of the board of directors of the Association, in recognition of his long and dedicated services to the Association and motion picture theatre industry.

D. John Phillips continues as executive director of the Association.

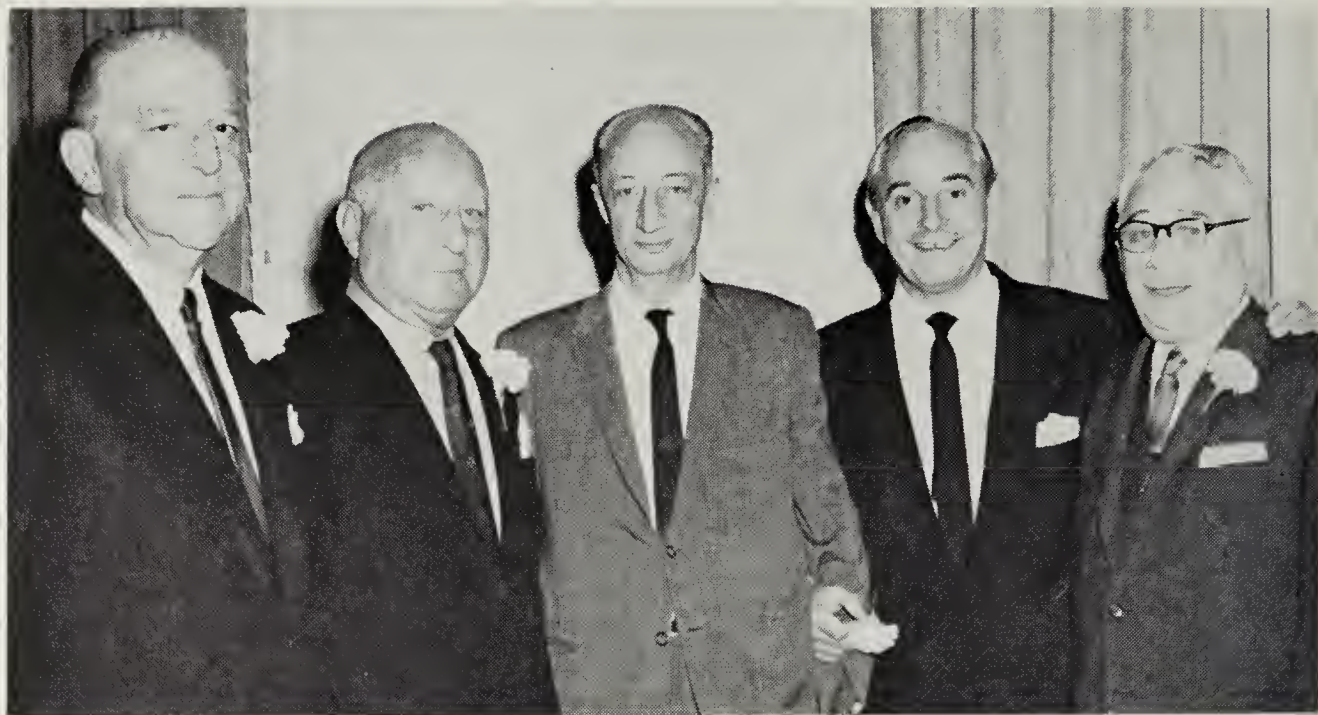
Present at the meeting were Walter Brecher, Brecher Theatres; Thomas J. Crehan, RKO Theatres; Russell V. Downing, Radio City Music Hall Corp.; Edward L. Fabian, Fabian Theatres Corp.; Emanuel Frisch, Randforce Amusement Corp.; Philip F. Harling; E. Herbert Johnson, Radio City Music Hall Corp.; Martin H. Newman, Century Theatres; D. John Phillips; Samuel Rinzler, Randforce Amusement Corp.; E. David Rosen, Fabian Theatres Corp.; Samuel Rosen; Leslie R. Schwartz; Stanley N. Silverman, Rugoff Theatres; M. O. Strausberg; and Arthur Tolchin, Loew's Theatres.

## Evidon To 7-Arts Sales

NEW YORK—Melvin H. Evidon has been named West Coast sales representative for Seven Arts Pictures, it was announced here by Harry Goldstone, general sales manager for the newly formed division of Seven Arts.

Evidon, who recently dissolved his interests in Crest Film Distributors will direct the company's sales activities in the 13 western states including Alaska and Hawaii. Seven Arts Pictures' exchange centers for this area will be in Los Angeles, San Francisco, Seattle-Portland, Denver and Salt Lake City.

Prior to founding Crest Films, Evidon was general sales manager for Favorite Films and was with the Columbia's sales department for 25 years.



Variety Clubs International Chief Barker James Carreras recently visited Variety Club Tent 35, New York, and seen, left to right, are Si Fabian, chairman of the campaign committee; Barney Balaban, honorary co-chairman of the Celebrity Ball; Elliott Hyman, who has donated a "Sunshine Coach" to Tent 35; Carreras; and Jack Levin, chief barker, Tent 35.

## ALLIED CONVENTION ● (Continued from page 9)

and answering their questions. She was sponsored by Allied Chemical Corporation in behalf of its Caprolan Nylon for carpeting.

A telephone call was received from a lady, who had seen one of the telecasts the day before, asking if the Variety Sunshine Coach on exhibit in front of the hotel was for sale.

At 6:30 p.m. over 1,000 in a holiday mood piled into buses and were whisked to Windsor, Ontario, to the Elmwood Casino. There the Pepsi Cola Company provided cocktails, dinner, and a floor show in the giant night club. Headliner was comedian Phil Silvers.

### Final Day

The convention swung into the home stretch closing day with a luncheon tendered by National Screen Service.

Summer Redstone, TOA president, recalled the days when "if a TOA president strayed into an Allied meeting, he would have considered he was on hostile territory."

He spoke of the "immense grasp of power" exhibition possesses by the means of communication it has in its hands. "Unity of purpose," he concluded, "and spirit achieve recognition of the same objectives by binding us together."

Mel Gold, general sales manager of NSS, remarked he wasn't sure if he was a sales manager, advertising director, or saloon keeper. (This had reference to the NSS Hospitality Suite which had evoked much favorable comment.)

The same five pretty girls who had been in evidence in the Suite then displayed Christmas and New Year material for theatre display.

London talked about the contents of the 1965 Merchandising Manual which was distributed at the lunch, remarking it was a veritable "money-making machine."

A special tribute was given Alden Smith for his efforts during the convention.

Next was presented "Ticket Stubs of 1965," a miniature review produced by Robert Solomon of SSA. It was written and directed by John Franklin and Matt Michaels, the former having written an amusing script

and the latter composing the music and playing. The cast was Bob Bates, Tom McClelland, Pam Guest, and Nancy Wayburn.

The score included original songs, "How Do You Sell a Motion Picture?" "Notice Me," "Bring 'Em a Star," "A Campaign to Fit the Market," "Blue Eyes, Blue Day," and "We've Got a Lot of Faith in You."

Closing the session was the Creative Management Clinic conducted by Fred Klemp and Dr. G. Herbert True.

The message in motivation was accomplished by voice, color slides, and music. The eminent horse sense was frosted with such humor that the audience laughed as much as it thought—which was considerable. It took, said London, six months to prepare, and it showed it.

Festivities drew to a close with Union Carbide Corporation hosting The President's Reception in the Book Casino Room, after which The Coca Cola Company gave the Awards Banquet in The Grand Ballroom.

## MICHIGAN ALLIED

Because of the National Allied convention here, Michigan Allied forewent the usual trappings and restricted itself to a business and election meeting.

Re-elected to the board of directors were Samuel Barrett, Detroit; Irving Belinsky, Detroit; Gordon Bennett, Hastings; Carl Buermele, Detroit; William Clark, Detroit; John Dembek, Detroit; Frank Forman, Oxford; Adolph Goldberg, Detroit; William Jenkins, Adrian; Jack Krass, Royal Oak; Jack Loeks, Grand Rapids; Milton H. London, Detroit; Louis Mitchell, Detroit; Del Ritter, Detroit; Emmett Roach, Hart; Elton Samuels, Jackson; Alden Smith, Detroit; Wayne C. Smith, Pontiac; Frank Spangel, Utica; Peter Swirtz, Flint; Fred P. Sweet, Detroit; and Wililam M. Wetsman, Detroit.

Re-elected to the executive committee were Alden Smith (chairman), Buermele, Clark, and Mitchell.

Following the membership meeting, the board re-elected officers, who are London, president; Loeks, vice-president; Wetsman treasurer; and Sweet, secretary.



## Jack Warner To Receive "Glamour Champion" Award

HOLLYWOOD—For his "efforts in projecting the beauty and charm of American women throughout the world," Jack L. Warner, president of Warner Bros. Pictures, Inc., has been named the first recipient of the "Champion of Glamour" award.

Warner, who during the past 40 years has brought to the motion picture theatre screens of the world thousands of talented beauties, was selected for the award

by the Hollywood Make-up Artists and Hair-stylists Guild.



WARNER

Presentation of the award to Warner will highlight the make-up artists 12th annual Hollywood Deb Star Ball, Nov. 21 at the Hollywood Palladium.

Theme of the annual event will be "My Fair Lady," an additional honor to Warner for producing the \$17 million motion picture.

Layne Britton, president of the organization, in announcing the award to Warner, stated:

"We are honoring Mr. Warner for his notable contributions to the motion picture industry and to the American economy, and particularly for his great efforts in projecting the beauty and charm of the American woman throughout the world.

"No one today in the Hollywood motion picture industry is more deserving to be the first recipient of our '1964 Champion of Glamour' award than Jack L. Warner."

Each year the Hollywood make-up artists organization introduces the feminine stars of tomorrow to the public and the motion picture industry.

Almost half of the actresses making their debut at the Deb Star Ball have, subsequently, achieved success in motion pictures and television. Some of the famous alumni include such stars as Kim Novak, Tuesday Weld, Jill St. John, Carol Lynley, Paula Prentiss, and Yvette Mimieux.

Miss Novak has been named "honorary chairman" for the event, which will attract more than 2,500 stars, guests, and entertainment industry executives.

Co-chairmen of the ball are Gordon Bau, director of make-up at Warner Bros., and Mrs. Nellie Manley, head hair-stylist at Paramount.

## Flatow To Fox Pub Staff

NEW YORK—Bernard J. Flatow has been appointed Latin American advertising and publicity supervisor for 20th Century-Fox, it was announced by Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation. The assignment of Flatow, who will be based with Latin American supervisor Francisco Rodriguez in Mexico City, completes the world-wide ad-pub setup for the company.

Other 20th-Fox territorial supervisors include John Fairbairn for Great Britain, John Nelson-Sullivan for Continental Europe and the Middle East, and Kaoru Ogimi for the Far East.

For the past four years, Flatow has been South American advertising and public relations manager for Pepsi Cola International, with headquarters in Lima.

## The NEW YORK Scene

By Mel Konecoff

RIDDLE: WHO HAS SI FABIAN FOR A FATHER-IN-LAW AND JOSEPH E. LEVINE and Max Youngstein as partners? Give up? Why it's none other than Paul L. Jacobson. We heard that voice in the balcony ask—who is Paul L. Jacobson?

Well, it just so happens that he's the producer of the upcoming Embassy Pictures release, "Santa Claus Conquers the Martians," aimed at youngsters and families during the forthcoming holiday season.

Jacobson, who has worked with some of the top tv shows on networks as well as for individual stations for the past 12 years, decided that it was about time to be graduated to the big leagues, theatrical films, and knowing that there was a big hole in the area of the children's film and films aimed at Christmas wrote an original 10-page story outline. He turned it over to a couple of capable writers whose names we're not allowed to mention, and before you could exclaim "Santa Claus," the film was in the works.

As he was getting ready to start shooting at the Myerberg Studios out on Long Island with a cast of Broadway stage actors, he decided to try to interest Joe Levine because the latter made exploitation an art. Besides, he had shown some interest in films for children. He would have gone ahead on his own, but Levine read the script, liked it, and agreed to put up the money and distribute it. The film came in for under \$200,000 on a 10-day shooting schedule in color, and Milton DeLugg just finished doing the music, which Jacobson labeled a "fantastic score."

Jacobson also appreciated that the film would need a saturation tv campaign, and since Levine was a master at that, this was another influencing factor. He has agreed to go anywhere to help in the selling of the 82 minute feature, which is presently being shown to exhibitors around the country via a series of special previews. He'll even go to Mars if there is a theatre that will play the science-fiction fantasy. It will open on Nov. 14 in the Chicago-Milwaukee area.

His next film, a psychological suspense story, will be made in association with Max Youngstein and Fred Coe, with shooting again to be in the east, where he prefers to remain because of family ties and other business interests. It will probably go before the cameras some time this winter, and some of it may be shot on location in New England. Now that he's gotten a taste of this end of the entertainment business, he would like to make pictures at the rate of two per year, one for adults and one for the children's market, because he thinks there is a definite need for the latter. He's got another psychological suspense film as well as a comedy up his sleeve.

Aside from his present associations, Jacobson has a background in the theatre business. His father had a theatre in Brooklyn back in the days of silent films, and he was an assistant manager at the age of 13 at the Chelsea, Manhattan. The latter probably was a result of his uncle owning the theatre.

Yes, Virginia (and Georgia, Illinois, New Jersey, etc., etc.) there is a Santa Claus, and you'll be playing him or seeing him this Christmas.

LADY NOTE: JACK WARNER HOSTED A PRESS CONFERENCE FOR VISITING press in town to see "My Fair Lady" prior to its formal premiere at the Criterion. Attending the "standing room only" event at the Sherry Netherlands were Audrey Hepburn, Rex Harrison, Stanley Holloway, Theodore Bikel, director George Cukor, designer Cecil Beaton, and co-creator of the musical play, Frederick Loewe.

Harrison thought that the stage version differed a bit because the two mediums are different and because there was a bit of elaboration made possible by the latitude to be found in films. He recorded his musical numbers right on stage instead of doing the vocalizing to a pre-recorded playback. He was the only one who did it that way because it was easier.

Warner thought it impossible to predict what the world gross could be on the film at this stage of the release. He felt that films generally have gotten away from the family in recent years, but "My Fair Lady" is one that won't offend anyone or leave a bad taste with anyone.

Hepburn found the role a challenge and one that was enjoyable to do, and she would like to do another musical in the future.

The others commented briefly on the various aspects of the production.

Warners must be wonderful company to work for—they set up a special theatre screening of the film for company employees. This despite the fact that some press people were not able to get into the press premiere.

OPTION NOTE: JAY WESTON HAS OPTIONED THE CHAPTER IN BILL DAVIDSON'S book on Hollywood, "The Real & The Unreal," entitled "Peter, Peter, Lotus Eater," which is based on a true incident involving Charlie Simonelli, now a vice-president of Technicolor, Inc., and then an executive with Universal Pictures. It deals with a first visit to Hollywood made by Simonelli's uncle Peter from Italy, and how he innocently "went Hollywood" as Count Simonelli. Sounds interesting. The least Charlie can do now is to send over a copy of the book by Davidson, contributing editor to the Saturday Evening Post.

## "Short Knives" Pact Set

NEW YORK—Producer Walter Wanger, in association with Gregory Peck, has acquired motion picture rights to Burke Wilkinson's "Night of the Short Knives," which they will bring to the screen for Metro-Goldwyn-Mayer according to an announcement made here by Robert H. O'Brien, MGM president.

Scheduled as a major production, "Night

of the Short Knives" will be shot on location in England and France with a cast and director of international importance.

Wanger, who recently returned from Los Angeles, where he conferred with Gregory Peck on the production, will leave shortly for Paris and meetings with top SHAPE and NATO officials.



# LONDON Observations

By Jock MacGregor

IRRESPECTIVE OF POLITICAL ALLEGIANCE, THE MOST WELCOME OUTCOME of the election along Film Row has been Prime Minister Harold Wilson's decision to appoint Dr. Eric Fletcher Minister Without Portfolio with special reference to law reform in the new Labour Government. This is a well deserved honor. Regrettably, he will have to resign as Associated British deputy chairman, but the industry's loss will also be its gain. He will provide an unrivaled voice on its workings where it really matters in the tricky months ahead.

This is particularly satisfying in view of the continuing uncertainty which has been holding back production, along with the election of a Labour government with a majority of only four. While it should have far more than enough to occupy its time without intervening in the industry, the threat is present. Many fear that those who seek divorcement, undismayed by the disastrous results in America, may get official support. This policy, advocated only by some production interests and not by exhibitors, would do nothing but harm. Today, the whole successful operation of the industry here stems from the drive of the Rank and Associated British groups.

With reduction in patronage and product, the country's cinemas have been streamlined to about 2,500. These are pretty strategically situated to support a two release a week patterns, and only the minority are barred access to both. This means that the sky is the limit for the hit. "Goldfinger" may well top the million pounds mark, but British and American circuit releases can equally fall well below the hundred thousand pound mark if they are not what the public wants.

Divorcement and a recreated third release would only damage the hits without helping the others, as no one will ever be able to legislate to make people go to pictures. The government should give early indication of its film policy, as under present conditions planning continues to be tricky. It is not surprising that Associated British and, in particular, Rank have diversified into many fields and also upped their tv film production activities. It is fortunate that so well informed an expert on group operations as Dr. Fletcher will be occupying so important a position.

**DESPITE NEVER-ENDING PROBLEMS, THE ENORMOUS ENTHUSIASM FOR** movies here is most invigorating. Few film men will work even on tv film series if they can avoid it, and this was once again forcefully emphasised to me at Rank's Pinewood studios where the 60 minute "Court Martial" series is being shot. I was showing MPE's Miami correspondent, Joy McGarry, who is also secretary to Wometco's Harvey Fleishman, and her husband, Dick, my parish. I introduced an old friend—I'll spare his blushes by not naming him—as being with the television unit. He remarked that I needn't rub it in. The morale at the studios is really high, and all have got a tremendous kick from the great success of their recent efforts like the "Doctor," "James Bond," and "Carry On" series.

Over lunch, publicity chief Derek Coyte was a little apologetic as it was not the best of days. Harry Saltzman had the "Ipcress File" unit on location in London, and the "One Day in London" unit at the Airport filming a dance routine on the roof garden. This Peter Rogers-Jack Hanbury release is for Anglo Amalgamated. Also in the restaurant, once the ballroom of this former stately home, were 20th-Fox's Elmo Williams and Stan Margulies, now supervising the editing of the Todd-AO road show, "Those Magnificent Men and Their Flying Machines" (the buzz on this one is that it is terrific); Masil Dearden, who is completing "The Shabby Tiger" for UA; and George Brown, now in the setting up stage after his hit with "Guns at Batasi."

The first production we visited was Walt Disney's "The Legend of Dick Turpin," and director Jimmy Neilson rather shattered me by revealing that the celebrated ride to York will not be included. Playing the highwayman is David Weston, the young actor whose looks and ability caught the eye in both "Becket" and "Masque of the Red Death." On another stage, the "positively no admission" notice hung on the door and really meant "positively no admission." Here I suspect Alexander MacKendrick was directing "High Wind in Jamaica" after a Caribbean location for 20th-Fox release.

Elsewhere, Morecombe and Wise, tv comedians who are making their screen debut in Rank's "The Intelligence Men," were experiencing their first day in the studio after location shooting. Since they have promised me a case of brandy if the picture gets a release in America—and they hastily stressed that they meant the motion picture and not the still of us together—you could say I was looking after my own interests. Producer Hugh Stewart and director Robert Asher were delighted with the progress and the enthusiasm of the team. Their ad-libbing was keeping the unit in great form. However, it was time for us to visit other parts of the parish, see the big queues many pictures were attracting, the Pathe Color Newsreel which was a great novelty to the McGarrys with its fine Queen in Canada and Olympic Games clips superbly photographed by Ced Baynes, Pat Whittaker and Ken Goddard, and of course, my branch office, the White Elephant Club. They were suitably impressed and want to come again.

A RESULT OF THE CINEMA EXHIBITORS ASSOCIATION'S SUDDEN REVERSAL of policy regarding the showing of features on tv and permitting any after five years has been Seymour Poe's statement on behalf of 20th-Fox. "We have no intention of offering our pictures to television at the unrealistically low prices that the networks are willing to pay." The films will be offered to exhibitors as reissues instead as he claims the rush of distributors to offer their backlogs has created a buyer's market and completely deflated prices. I have an idea that that is precisely what the CEA intended. . . . Jack Goodlatte and Bob Barton have revised the ABC release schedule and brought forward the "Murder Most Foul"—"Rhino" unit combo to replace "Youngblood Hawke," which now goes out as a unit with "Kisses for My President."



Samuel J. Briskin, Columbia Pictures vice-president and president, Cedars of Lebanon-Mount Sinai Hospitals, is seen with Mrs. John F. Kennedy in New York when he visited with her to extend the Hospitals' invitation for her to appear as guest of honor at a dinner in Los Angeles at the Beverly Hilton Hotel on Dec. 2.

## McCrory Buys One-Third Of Glen Alden Common

NEW YORK—It was jointly announced by Meshulam Riklis, chairman of McCrory Corporation, and Albert A. List, chairman, Glen Alden Corporation, that McCrory has purchased about 1,570,000 shares, or approximately 33 per cent of Glen Alden's common stock from the List family holdings.

The purchase, approved by McCrory's board, was at a price of \$14.25 per share, payable in cash and notes maturing over a five-year period with the total price coming to \$22,372,500.

The purchase does not include 390,000 shares of Glen Alden common held by Mr. and Mrs. List, the Alberlist Corporation, which is substantially owned by the List family and the Albert A. List Foundation, Inc., a charitable corporation.

McCrory will also make a tender offer to all Glen Alden stockholders at the same price paid to the List family. Under the purchase agreement, \$4 per share will be paid in cash and the remaining \$10.25 will be paid in nine serial notes of five percent each payable over a five-year period. Under the offer for tenders, McCrory is committed to accept all tenders presented when the formal offer is made.

Glen Alden's holdings include Glen Alden Coal Company, and RKO Theatres, Inc.

McCrory's acquisition represents virtual control of Glen Alden.

## Association In Rank Deal

LONDON—Through an arrangement with The Rank Organization in London, Association Films, a major distributor of industry-sponsored films, now offers its sponsors distribution in the United Kingdom, Eire, Europe, Australia, New Zealand, South Africa and Japan. This move into the international field is part of an overall expansion program that started last year with the acquisition of a Canadian distributing firm, Association-Industrial Films of Toronto.

"The sponsored film medium abroad has grown rapidly in the past few years," according to Robert D. Mitchell, president of Association Films. "The distribution arrangement we have with Rank will provide American companies with an unusual opportunity to reach audiences in areas where their products or services are available."



## ALBANY

J. Myer Schine, head, Schine Theatres and Schine Enterprises, visited the Schine-Ten Eyck Hotel and the new properties he recently acquired in the next block for a \$4 million expansion of the 400-room hotel. . . . Schine's Mohawk, Amsterdam; and Brandt's Tyson in the same city, went on Friday through Monday schedules. . . . Charles A. Smakwitz, Stanley Warner zone manager, was in for the civic dinner honoring Times-Union screen and music critic Edgar S. Van Olinda on his 80th birthday. Adrian Ettelson, Fabian district manager, and Neil Hellman were among those serving on the arrangement committee. . . . Richard McGrath, son of John J. McGrath, Albany Theatre Supply Company owner, has enrolled at Mater Christi Seminary, operated by Albany Roman Catholic Diocese. . . . Andrew Antoinette, business agent, Albany Local 324 IATSE, attended the fall meeting of the New York State Projectionists Conference in Ithaca.

## ATLANTA

The annual convention of Tri-State Theatre Owners at the Hotel Chisco Plaza, Memphis, Tenn., will be held on Oct. 27-28. . . . The southeastern premiere of Walt Disney's "Mary Poppins" was held at Martin's Cinerama as a benefit sponsored by the Atlanta Elks Club for the Aidmore Childrens Hospital. . . . New at MGM is booker Stanford Goldstein. . . . A new employee at Theatre Service is Sharon Hunts. . . . WOMPI is happy to welcome three new members: Carolyn Ann Hulsey, Wil-Kin; Dolores Montgomery, Universal; and Marlene Mitchell, 20th-Fox. . . . The WOMPI will hold their annual Christmas party for the Atlanta Girls Club.

## BOSTON

Joseph Wolf, eastern division manager of Embassy Pictures Corp., and Mrs. Wolf have announced the engagement of their daughter, Janet Susan, to Peter Aransky, Newton, Mass. . . . Julie Andrews came to Boston for a press luncheon at the Ritz Carlton in behalf of "Mary Poppins," which opens at Ben Sack's Gary under sponsorship of Richard Cardinal Cushing for the benefit of the Cardinal Cushing Charity Fund. She will also make a personal appearance at the theatre. Seats for the benefit are priced at \$100 orchestra; \$50, balcony; and the theatre has been completely sold out for an alltime high gross of \$108,000.

## BUFFALO

Eighteen of Greta Garbo's films were shown in a "Tribute to Garbo" series at the Dryden theatre of the George Eastman House, Rochester. Many of the films never have been seen at the Dryden, according to James Card, curator of motion picture at the Dryden, who arranged the program. The regular Dryden fall series will open Nov. 19 to celebrate the 15th anniversary of the opening of the George Eastman House. It will be entitled "Great Films of 1949 to 1964" and will be balanced between American and foreign pictures. . . . The radio column of the Buffalo Evening News had the following paragraph—"Gordon McLendon, owner of a chain of theatres and radio stations, including WYSL (Buffalo), is planning a drive-in theatre in a Buffalo suburb." . . . When William C. Martin, general manager, Century, put on Walt Disney's "So Dear To My Heart," he arranged a big three column cartoon contest

in The Magnificat, local Catholic weekly, offering a \$25 U. S. Savings Bond to the boy or girl sending in the best colored entry of the line drawing of scenes from the picture. Twenty-five runners-up received a pair of guest tickets each. . . . The annual election of directors on Tent 7, Variety Club of Buffalo, will be held in the clubrooms on Monday, Nov. 9. Bingo chairman Fran Maxwell reports the August profit for charity during August was \$1,754.65, and in September, \$1,213. . . . Tony Kolinski, former manager of the Buffalo Warner Bros. branch and now with Slotnick Enterprises in Syracuse, and Jerry Spandau, retired U-I salesman, will be honored at a testimonial dinner to be given in their honor by the Buffalo Variety Club on Monday, Nov. 16, in the Delaware avenue clubrooms. Myron Gross and Nate Dickman are co-chairmen of the event. . . . Al Petrella is chairman of the Variety Club general meeting to be held Oct. 26, when there will be a presentation of Tent 7 director eligibles. A special feature will be the appearance of all candidates of both Republican and Democratic parties to present their views. . . . The Buffalo Variety club has extended a red carpet welcome to these three new members: Ed Little, WKBA radio station; Sam Dine, Buffalo Evening News; and Jim Fuller, WYSL radio station.

## CHARLOTTE

W. G. Enloe, Raleigh, N. C., district manager of North Carolina Theatres, appeared before the Chapel Hill, N. C., Board of Aldermen to protest a proposed cable television system for the town, stating that such systems, being proposed in a number of North Carolina cities and towns, are "the forerunner to pay television." He said the proposal before the Chapel Hill aldermen protected a cable television subscriber against pay television, but cautioned that such a franchise ordinance could be amended or changed at any time by any future board, and the pay tv feature inserted. He said he saw no advantage in the Chapel Hill proposal since the town already has "excellent television reception locally." The board took no action on the proposed franchise ordinance. . . . The Capri, a new 995-seat house, opened on Independence Boulevard at Charlotte. Located just east of the Coliseum, it is the largest cinema house in Charlotte outside the downtown area, according to Charles B. Trexler, president of Stewart-Everett Theatres. Ryt Suez, manager, Manor, Charlotte, will be in charge of the Capri and also will continue general supervision of the Manor. The house has "Satellite" seats, the first of its kind to be installed in the United States, which have specially molded plastic frames on mental supports. Back and seat cushions are of thick foam rubber covered with fabric. Other features include a loge for those who wish to smoke, a stage for live entertainment, year-round air conditioning and heating, and paved parking lots. Equipped with both standard 35 millimeter and 70 millimeter equipment, the house has a special marquee so that the name of the attraction being shown can be seen from both sides of the boulevard. Also, two fountains, each lighted with color wheels, spray water several feet into the air in front of the house.

## CHICAGO

Robert Harvey Dunbar, 40 year employee and branch manager of Chicago offices of Warner Brothers, died on Oct. 13. He leaves surviving two daughters, a son, and 10 grand-

children. . . . Francis Spears named executive vice-president of Coca-Cola Company's Chicago offices, and William R. Ellis, Jr., vice-president and sales manager. . . . Herman Nelson, 67, veteran retired theatre owner of three Houses in Lawndale district, is dead. . . . Louis Collins named president of Crush International, and J. M. Thompson, former president, named chairman. . . . Sam Meyers' Teatro del Lago, Wilmette, Ill. (known as "No Man's Land"), will be torn down to make way for a new shopping center. Meyers built the theatre 40 years ago. He will continue to operate his Glencoe, Glencoe, Ill. . . . William Holden, district manager, Balaban and Katz, was named chairman of the annual Crusade for Mercy, to contact the amusement trade. . . . Town Theatre is now showing Russian films. . . . The Owl recently reopened by old management. . . . Dick Taylor, Paramount publicity chief in this territory, and his wife recently adopted a child from an orphanage. The youngster has been named Richard Bradley Taylor. . . . Warner Bros. exchange here reported \$160,000 gross from 42 theatres in this territory on two-day "Hamlet" engagement. . . . Tax revenue from theatres here for August totalled \$243,797, as compared to \$195,000 for the same month in 1963. . . . Dr. Arthur A. Loring, owner of Bryn Mawr theatre, received the 1964 distinguished alumnus award for his professional career of 40 years. The award was presented to him at the annual meeting of the organization at the Ambassador Hotel. . . . John Calhoun named publicity director for St. Paul and Minneapolis territory of MGM. . . . Federal District Judge Julius Hoffman dismissed "Cleopatra" suit instituted in his court by Palace management against B and & and 20th Century-Fox exchange. . . . Some theatres have boosted their popcorn prices to 25 cents and 50 cents a bag. Theatre owners report that despite the price increase, the patrons buy the same amount of popcorn as ever. . . . Steven Raymer, son of Al Raymer, manager of Schoenstadt Theatres, has enlisted in the army. . . . Phil Lamasky named head booker of 20th-Fox exchange. . . . Allied Theatres welcomes these theatres into their state association: Nortown, Chicago Heights, Normal, and the

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new Playboy. . . Edward S. Redstone, NAC president, announced the appointment of Charles V. Lipps, Chicago, to the post of regional vice president. . . "The Best of Cinerama" opened at McVickers. Eugene E. Grew filled the position of house manager of McVickers Cinerama last June 14. Grew was formerly assistant manager of Cinerama Music Hall, Detroit. . . Bennie Dunn has charge of the publicity department of the Playboy Theatre division of the Hefner Circuit. . . Mid America Theatres has purchased Marlow's Drive-In, Herrin, Ill., and has opened under the new name, Riviera. . . Robert Hilton, 70, midwest manager of the Altec Service Co., servicing sound equipment for motion picture theatres until his retirement nine years ago, passed away.

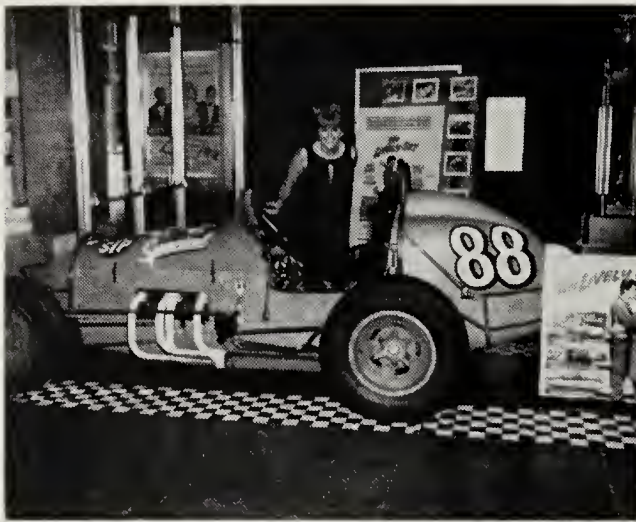
## CINCINNATI

Effectively promoting "Send Me No Flowers," which opened at Keiths on Oct. 22, Tony Randall, in a fast-paced visit here, met the press at lunch, taped radio interviews and tv appearances before zooming off on his jet schedule. . . "Pink Panther" bowed out after an excellent run of 14 weeks-five days at the Times, making way for "A Shot in the Dark." . . Convalescing from major surgery are Lou Shor, Williamson, W. Va., exhibitor, at Holmes Hospital, and Frank Weitzel, independent booker, at Jewish Hospital. . . Jack Haynes, Cincinnati Theatres general manager, attended an annual clam-bake in Cleveland given by its parent company, Allied Theatres. . . Jack Finberg, UA manager, was in Boston for company sales meeting. . . T. M. Fisher, manager, National Theatre Supply Co.; Jay Goldberg, president, J. M. G. Film Co.; and exhibitors Hank Davidson, Lynchburg, O., and Bob McLain, Lebanon, O., attended the Allied States convention in Detroit. . . A. H. Duren, Warners, manager, was in Pittsburgh for the funeral of Robert Dunbar, Warners Chicago manager. Dunbar at one time was a popular manager for Warners local exchange.

Phil Fox, Columbia manager, attended the national dinner of the entertainment industry honoring Leo Jaffe, executive vice-president, Columbia Pictures, as a Fellow by Brandeis University in recognition of his aid to the school and other philanthropic activities. . . William A. Meier, Paramount manager, was in Boston for a company sales meeting. . . Joe Solomon, Fanfare Pictures, was here to confer with Jay Goldberg, J.M.G. Film Co. head, on "Devil Doll," which opens in the area Nov. 10. . . New faces among the film colony include Louise Combs, secretary to MGM exploiter Mike Beinler, and Patricia Herbert, receptionist at Warners. . . Kathryn Hennegan Waldron, 82, one of the most colorful local pioneer exhibitors, died Oct. 4. With her first husband, Joseph K. Hennegan, Mrs. Waldron founded and operated the Lubin here and the Nimo, Newport, Ky. She was the city's first theatre organist and was the voice of silent picture stars, speaking the lines behind the screen in an early attempt at sound pictures.

## COLUMBUS, O.

Loew's Ohio will present a non-reserved showing of the Clay-Liston heavyweight championship fight Nov. 16. RKO Palace will also show the fight on a reserved-seat basis. . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, announced that Ed Rabb, Akron, has brought his new Village Art into ITOO membership.



Hilda Ballard, "Miss Lively Set" and "Miss A.I.R.," poses with race driver Jim McCune's open cockpit S.T.B. special, one of three cars on display in greater Atlanta courtesy of A.I.R. as promotion for the U film and the Peach State 200, I.M.C.A. sanctioned race. The film had its southern premiere at three Atlanta theatres recently and Miss Ballard awarded a four foot trophy to the winner.

. . . Loew's Ohio was unable to show the Joey Giardello-Rubin Carter middleweight championship fight via closed-circuit television because of the cancellation of the fight in Las Vegas.

## DALLAS

T. D. Walton has been placed in charge of the southern and southwestern division of Seven Arts Pictures, new distributing organization set up by Seven Arts Productions. Charlene Rollins, formerly with National Screen and more recently with Paramount, has also joined the Seven Arts staff as an assistant to Walton. . . An all day seminar was held at Holiday Inn Central for the 15 southwestern college student representatives for Metro-Goldwyn-Mayer's "The Young Lovers." The film will open in Dallas sometime in November. Andy Sullivan and David McGrath, MGM New York exploitation office, were on the program. . . An eight day ballet festival is scheduled to be held at the Coronet beginning Nov. 23. . . Final rites were held for Arthur Lewis, 54. He played accompaniment to silent movies and many theatre engagements, culminating with a performance at the Palace. . . Bobby Wallace has been named feature booker for Frontier Theatres. He was previously shorts booker for the circuit. . . Results of the first three weeks of Interstate Theatres statewide presidential preference poll show President Johnson leading with 59.5 per cent of the ballots cast to 40.5 for Sen. Barry Goldwater. The circuit is conducting the poll in its 77 theatres in 26 Texas cities. The poll is scheduled to close on Oct. 29. . . The controversial 1,500 seat Majestic, Fort Worth, which opened as a vaudeville theatre in 1910, will be closed and torn down to make way for a new convention center. . . The Rex Cinema presented on its stage "Flamenco," with Ramon Legar, Maria Triana, and Lola Cruz. The Rex Cinema also has inaugurated a series of Saturday morning kid shows.

## DENVER

The last visible memory of the famous old Tabor, which stood on the corner of 16th and Curtis streets here since 1882, is the main drop which was given to the Central City Opera House Association. The combination office building and theatre is now being razed to make way for the Park City development project—a multi-block complex of all office buildings, apartments and banking-

shopping facilities. Remodeled and "modernized" in the mid-twenties, the Tabor long stood as a monument to the silver era of the Rocky Mountain west, when H. A. W. Tabor, who built the theatre, struck it rich in the diggings near Leadville, Colo. His life story was made into the First National film, "Silver Dollar," in 1932. . . After breaking all records for attendance, gross receipts, number of performances, length of run, etc., "How the West Was Won" is closing here at the Cooper after nearly two years of continuous showing. Norman Nielsen, manager, is opening soon with another Cinerama production, "It's a Mad, Mad, Mad, Mad World." . . Fred Herkowitz, RKO Theatres publicity director, was in town conferring with Bill Hastings, RKO International 70 manager, on plans for the American premiere of Warner Bros. "Cheyenne Autumn," scheduled for mid-December.

## DES MOINES

Marvin Buffington has taken over management of the Wappello, Iowa, theatre, succeeding Kay Sulzberger. . . Charles Fletcher, Akron, Iowa, has finished a recarpeting and redecorating project at the Norka. . . Mrs. Willis Warner, wife of the owner of the Hilltop Drive-In, Fort Dodge, Ia., is reported recovering following major surgery. . . Ken Shipley used an unusual method to shutter his drive-in at Fremont, Neb. Actually Shipley ended the open air season with a yuletide party, even including Christmas gifts.

## DETROIT

Variety Club of Detroit, Tent 5, held its fourth annual premiere for the benefit of the Variety Club Growth and Development Center at Children's Hospital of Michigan. The attraction was "Mary Poppins." Star Julie Andrews was present, tape interviewed, and photographed in the lobby prior to the performance, and later visited the parties held after the show. One, for Barkers, Barkettes, and their friends was at the Tent. The other, for patrons, was held in the Grand Ball Room of the Sheraton Cadillac Hotel. Honorary co-chairmen for the benefit were Governor George Romney of Michigan, and Mayor Jerome P. Cavanagh of Detroit. Co-chairmen were M. F. Gowthorpe and William M. Wetsman.

## HOUSTON

A special screening of "Three Penny Opera" was held prior to the regular opening of the film at the Windsor. . . The River Oak has booked for showing a series of Walt Disney True-Life Adventure Festival films, opening for a six week run with a new program each week. . . Ray Bolger, appearing here at the Continental Room of the Shamrock Hilton Hotel, is talking to writers about a movie script he'll produce for Universal. Bolger owns the right to "All The Ships At Sea" by Commander William J. Lederer. . . An "anti-molester" whistle is being offered to the first 300 women attending the Irvington D-I and the Pasadena D-I for the showing of "The Molesters."

Ellis Ford, manager, Delman, has reported that he has had an overwhelming response to a showing of the "Our Gang" motion picture that was filmed in the local area with local youngsters. Ford stated that based upon a mail response from local theatre patrons, he will book the film for showing at



a date convenient to the largest number of local theatregoers. . . . Still in the planning stage is a 16 mm adjunct to the Alray, operated here by Ray Boriski. The theatre would be operated for members and would be devoted to the showing of experimental films. . . . Two Walt Disney films, "So Dear To My Heart" and "Texas John Slaughter," have opened an engagement at six indoor and five D-I's, while the first return showing of "The New Interns" has opened at five indoor and 10 D-I's. . . . George Christian, motion picture editor of the Houston Post, attended the premiere showing of John Ford's "Cheyenne Autumn" at Fort Laramie, Wyo. . . . Three performances of "Der Rosenkavalier" were to be presented in the Music Hall. The production was filmed on stage at the Salzburg, Austria, Festival of 1960. . . . U. S. Sen. Barry Goldwater showed a two percent gain in the second week of the presidential poll being conducted by Interstate Theatres throughout the state. Results tabulated at the headquarters of the Interstate Circuit, Inc., at the end of the second week give Goldwater 42.2 per cent of all the "votes," as opposed to last week's 40.9, while President Lyndon Johnson has 57.8, as opposed to last week's 59.1 percent. Boxes are found in the lobby of each Interstate house, with one marked GOP and the other Democrat. The polls held by the circuit during the past three presidential elections have predicted accurately how Texans will vote on election day.

## JACKSONVILLE

Local exhibitor Carlton J. Carter announced that he has relinquished control over Stein Theatres and that the new operating head of the chain is Robert J. Farber of this city, son-in-law of the late L. A. Stein, founder of Stein Theatres. The circuit consists of six conventional and drive-in theatres located in the thriving south Georgia communities of Blackshear, Alma, Hazelhurst, Ashburn, Adel, and Nashville. Carter continues to operate the local Ribault and Air Base Drive-Ins and his theatre concessions supply business. Farber has moved the headquarters of Stein Theatres into the local Florida Theatre Bldg. . . . W. O. Williamson, district manager, Warner Bros. from Atlanta, came in for talks with Carroll Ogburn, Warner Bros. local manager, and exhibition leaders. . . . Lynn Safer Lazarus, former Universal office worker, is one of a small group of local artists whose canvases were chosen for display at Festival of Arts VII in the Civic Auditorium. The annual Festival of Arts is viewed by the art world as one of Florida's major cultural events of the year. . . . Another local person of artistic bent, Al Hildreth, manager, Empress, conceived and executed the eye-catching display of the San Marco Art Theatre at the Festival of Arts. . . . Groups of WOMPI volunteers were on duty at all times during the Festival of Arts to acquaint the public with film offerings and cultural services performed by the San Marco Art Theatre, which is the first and only art theatre in the Jacksonville area. The WOMPIs also handed out to the public several thousand copies of especially prepared literature regarding the theatre and its coming attractions. . . . Judson Moses, MGM exploiteer from Atlanta, conferred with exhibitors concerning advance advertising programs on coming MGM releases. . . . Robert Capps, MGM manager, and Charley Turner, MGM salesman, returned from a business tour down the east coast to Miami. . . . Brenda Brazil, MGM office worker, was hospitalized briefly for successful minor surgery. . . . Curtis H.

Miller, 48, vice-president of Claughton Theatres of Miami, who died recently at his Miami home, formerly worked in this city with Florida State Theatres and with the Florida Times-Union. . . . Lee Henry, who owned and operated the Holmes, Zephyrhills, died. His widow is continuing to operate the theatre.

## NEW HAVEN-HARTFORD

Albert M. Pickus, ex-TOA executive committee chairman, and owner of the Stratford Theatre, Stratford, has disclosed plans for construction of an 11-store shopping center on Pickus-owned land in the center of Stratford at an estimated cost of \$200,000. . . . Maurice W. Bailey, owner, Bailey Theatres (Whalley, Westville, Whitney), New Haven, has been elected to a three-year term on the board of directors, New Haven Jewish Community Council.

Lou Cohen, newly-retired Loew's Palace, Hartford, manager, is expected to announce a new part-time business affiliation shortly. . . . Livio Dottor, assistant manager, Smith Management Company's Meadows Drive-In, Hartford, and Mrs. Dottor welcomed their second son. . . . Fred R. Greenway, retired Loew's Palace manager, Hartford, is recuperating from illness at his home in Los Angeles. . . . Two Connecticut theatres specializing in exotic-type motion pictures have agreed to eliminate the more objectionable films, bear down on admission policies, and restrict newspaper advertising. The agreement by the Barnum and West End Theatres, both in downstate Bridgeport, came at a meeting called by the Bridgeport Pastors Association. . . . WHCT-TV (channel 18), America's first over-the-air subscription tv experiment, is readying a medical series—for doctors only. The programs, containing filmed highlights of the recent 13th annual symposium of the Connecticut Academy of General Practice at the Statler Hilton, will begin Nov. 15. The 15-part series will be comprised of three one-hour programs each week, covering three distinct areas of medicine. . . . Fast-expanding Redstone Theatres will open two more units, the nearly-completed deluxe Cinema 1 and 2 Theatres, West Springfield, Mass., on Nov. 1, the complex consisting of two separate auditoriums, equipped with rocking chair, push-back seats, spacious lounges, art galleries, and stereophonic sound projection systems capable of exhibiting every type of motion picture.

## NEW ORLEANS

Milton Dureau, industry veteran, has retired from as sales manager of Masterpiece Pictures. He has been succeeded by Louis Oubre, who moved over from 20th-Fox. . . . Steve Formato, MGM salesman, and Jan Garner were married in her home town of Birmingham, Ala. . . . Gulf States Theatres officially opened their newest operation, the Towne in Searstown Shopping Center on the fringe of Pascagoula, Miss. . . . E. W. Clinton, former owner-operator of a string of theatres in Mississippi, visited Film Row. He still owns the Mono, Monticello, Miss., with operation and management handled by M. A. Connett Theatres, Newton, Miss. . . . WOMPI Imelda Giessinger, head, Richards Center real estate section, underwent surgery at Touro Infirmary. . . . Preston Prieto, Jr., shuttered the Lake, Mandeville, La. . . . The WOMPI's held a game social at Variety Club. . . . Mrs. Anita Gibson, 20th-Fox head booker, is a grandmother for the second time. . . .

Variety Club Tent 45 sponsored the southern debut of Walt Disney's "Mary Poppins" at Martin Cinerama. . . . Don Dieterich is keeping the Amite, La., Drive-In, damaged by Hurricane Hilda, closed for the season; but among drive-ins back in operation after storm damage are the 51 Drive-In, Brookhaven, Miss.; Airline, Baton Rouge; Echo, New Iberia; the Do Drive-In, Metairie, La.; Twin, Lafayette, La. Also back in operation are the four-wallers Techem, Franklin, La., and C-Wall, Morgan City, closed for several days due to disrupted electric power in the towns. . . . The Lyric, McComb, Miss., is closed indefinitely. . . . Janice Dubois, Transway stenographer, and Eddie Hall were married. She has returned to work after a honeymoon in the mountain region of Tennessee. . . . 20th-Fox staffers gathered at Brennan's Restaurant at a farewell dinner in honor of Louis Oubre, who joined Masterpiece Pictures. He was gifted and wished well by his friends.

## PHILADELPHIA

Branch manager Sidney Eckman and the entire MGM 'gang' are out to cop some of the prizes in the company's 40th anniversary sales drive; and ask the help of all their exhibitor friends. They suggest you date passed pictures; book an MGM short with every feature; round out the program with "News of the Day"; stage kiddie matinees every week; give MGM features extended

# CLARK TRANSFER INC.

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playing time; give MGM your holiday playing time; keep collections up-to-date by paying bills on time; and return box office statements as quickly as possible. The drive runs from Oct. 30 to March 18. . . . A monument in memory of Charles Zagrans was unveiled at Roosevelt Memorial Cemetery on Oct. 25. . . . The officers of the Automatic Vending Machines Association in cooperation with the Philadelphia Committee, State of Israel Bonds will hold a State of Israel Tribute Dinner in honor of David Rosen at the Bellevue Stratford Hotel on Nov. 15.

## PORTLAND

Ed Fessler ran sneak previews of both "Topkapi" at Cinema 21 and "That Man From Rio" at Fine Arts, with packed houses. . . . Jimmy Beale, Seattle branch manager for Columbia Pictures, was here for the Oregon State—University of Washington football

## "Fair Lady" World Bow Nets Hospital \$100,000

NEW YORK—The Will Rogers Memorial Hospital Fund realized more than \$100,000 in net proceeds from the sale of tickets to the gala world premiere of the Warner Bros. motion picture production of "My Fair Lady" at the Criterion on Broadway.

The premiere, followed by a champagne supper in the grand ballroom of the Americana Hotel, attracted a glittering audience.

The guests of honor were Audrey Hepburn and Rex Harrison, stars of "My Fair Lady"; Jack L. Warner, president of Warner Bros. and producer of the motion picture; George Cukor, who directed the film in Technicolor and SuperPanavision 70; co-stars Stanley Holloway and Theodore Bikel, production designer Cecil Beaton, and Alan Jay Lerner and Frederick Loewe, the creators of "My Fair Lady."

Adlai Stevenson, United States Ambassador to the United Nations, led the public officials at the premiere. The three major radio-television networks were represented by William S. Paley of CBS, Robert W. Sarnoff of NBC, and Leonard Goldenson of ABC. Among publishing leaders who attended were Gardner Cowles, John Hay Whitney, George Delacourt, Bennett Cerf, M. Lincoln Schuster, and Samuel I. Newhouse.

Co-chairman of the charity event were Mrs. Winston F. C. Guest, Mrs. William S. Paley, and Mrs. Herbert Scheftel. Honorary co-chairmen were the Duchess of Windsor and Princess Grace of Monaco.

The gala opening was brought to television viewers in the New York area by WNEW-TV (channel 5) in a special live program from the Criterion, with Arthur Godfrey as host.

## "Emily" Bow Glitters

NEW YORK—Eminent figures from the worlds of entertainment, government and communications were to comprise the audience at the world premiere performance of "The Americanization of Emily," Martin Ransohoff's Filmways production for MGM release, yesterday (Oct. 27) at Loew's State Theatre, New York.

Welcoming the distinguished first-nighters was to be producer Martin Ransohoff and James Garner, Julie Andrews, and James Coburn, stars of the film. Also on hand were to be Paddy Chayefsky, author of the film's screenplay, and William Bradford Huie, on whose best-selling novel the film was based.

game, and visited film row on business earlier. Al Forman, United Theatres, Oregon Theatre Owners of America unit president; Art Adamson, vice-president, Adamson Theatres in Portland, Vancouver, Wash., and Corvallis; and Tommy Moyer, Moyer Theatres in Portland and Eugene, attended the Theatre Owners of America convention in Chicago.

## SAN ANTONIO

A series of Film Seminars, with showings of artistic films followed by panel discussions, will be sponsored by Incarnate Word College during the next few months. Mrs. David Pace, local artist, has been named director of the seminars. Sister Miriam of the college faculty has been named co-director, and Mrs. Amy Freeman Lee, Mrs. Walter Scott Light, and Mrs. Shelby Stanley are advisors. Subscriptions to the series will be available to the public. The first film classic to be viewed in the series will be "Nights of Cabiria," scheduled for Jan. 6, an Italian film directed by Federico Fellini. Second film will be "Ikiru" (To Live), a Japanese film. Third in the series is "Apajarito," the second film in Satyajit Ray's trilogy of Indian life, to be shown Feb. 3. "Wild Strawberries," produced by Ingmar Bergman will be the fourth film in the series. . . . Ignacio Torres, manager, Alameda, downtown Spanish language showcase of the Jack Cane Corp., is presenting an "Amateur Hour" each Sunday night, which is broadcast by remote control over radio station KCOR, local Spanish language station. Merchandise and cash prizes are being awarded the winners. . . . Artistic films of the United States and several other countries will be featured in the 1964-1965 season of the Cinema Society of San Antonio in McAllister Auditorium. Showings will be held at 8:15 p.m. on the second Tuesday of each month through May, 1965. A series of eight international films, not previously available in San Antonio, will be shown. Each program will open with an award winning short subject. The program is open to the general public on a subscription basis. . . . Lynn Krueger, manager, downtown Majestic, Interstate Theatre Circuit, Inc., flagship, has a novel display in the foyer calling attention to the forthcoming booking of "Rio Conchos." . . . John Callahan has been named city manager of Rowley United Theatres at Sweetwater, Tex. He succeeds A. E. McClain, who has retired after completion of 31 years of service to the Rowley circuit. . . . Bill Tuttle has joined the staff of the Fine Arts Cinema, El Paso, Tex., as doorman. . . . L. G. Kennedy has been named city manager of the Rowley United Theatres at Robstown, Tex. He was previously manager of the Hampton Road D-I, Dallas. . . . Ronald Stanton has joined the staff of the Capri, El Paso, Tex., operated by the Trans-Texas Theatres, as new doorman. . . . Services were held for Tommy Hall, Horseshow D-I, Ballinger, Tex., who died several hours after he suffered a brain hemorrhage. . . . Jean D. Furbee is the new cashier in the box office of the Plaza, El Paso, Tex. . . . Sympathy is being extended to H. L. Durst, Bolero D-I, Kerrville, Tex., on the recent death of his mother.

Texas Lt. Gov. Preston Smith, a theatre operator, came to San Antonio to be guest speaker at a luncheon meeting of the San Antonio Kiwanis Club. . . . The stage of the Majestic was the scene of the Teen Texas Contest and Fashion Show. Lynn Krueger, manager, Majestic, was host, with Bob Sinclair and Ricci Ware masters of ceremony. . . . 100 winners in a "Millionaire's Holiday"

contest now being conducted by the Handy-Andy Food Stores will receive tickets to see "The Lively Set" now showing at the downtown Texas. Top prize is a trip to Miami Beach, Fla. . . . Hollywood actress Joan Crawford, Academy Award winner and member of the board of directors of the Pepsi-Cola Company, was in Beaumont, Tex., at the opening of the national Red Poll show at the South Texas State Fair. . . . Charlie Payne has been named manager, Showboat, Texas City, Tex. His wife has taken over similar duties at the Texas. Paine is a veteran of 25 years in theatre and show business. . . . The General Cinema Corp., Boston, has opened the Cinema, Fort Worth, Tex., in the Richland Shopping Center. Richard A. Smith, president of the circuit, was present for ribbon cutting ceremonies. James Winter, Jr., has been named manager of the first new Fort Worth theatre since 1950. The seating capacity is 900. A tract at Longview, Tex., has been rezoned to permit the building of a motion picture theatre and retail stores. It is owned by the East Texas Theatres Properties. . . . Ray M. Larkin has resigned as assistant to Bill Chambers, manager of the Plaza, El Paso, Tex.

## SALT LAKE CITY

The Salt Lake Costume Company was especially busy in its "posh" new quarters which rose from the ashes of the old building at 1701-11th East. The manager, Cliff Allen, had conveyor racks installed which permit the visitor to see thousands of costumes in 10 minutes. . . . Walt Disney's True Life Adventure series has proven highly popular for the past several weeks at the Southeast of the Fox Intermountain chain. . . . Carl Hugdens, branch manager, Warner Brothers, back after a brief bout with the flu. . . . Norman Chesler, formerly associated with T. A. McMahon, Disney branch manager here, has been named to handle Disney distribution in Seattle and Portland, making him the youngest branch manager in the northwest. . . . Original drawings made for Disney animated cartoons will be given as a bonus gift to each person attending the benefit premiere of "Mary Poppins" on Oct. 29 at the Center. Proceeds of the premiere are to go to the local Primary Children's Hospital building fund. A \$24 donation is required for admission to the premiere.

## SEATTLE

Thomas O. McCleaster, 20th-Fox western division manager from San Francisco, was in Seattle for a conference with Carl Handsaker, branch manager, and salesman Dave Dunkle. . . . Beverly Olson, Metro, has quit her job and will be leaving shortly for Los Angeles where she will live. . . . In other news of the MGM office, assistant cashier Sharon Crawford is infanticipating, and wedding bells will ring soon for Judy Gorbett, when she marries Charles Rutter in St. Marks Episcopal in Everett.

The Roosevelt will close for extensive remodeling and refurbishing and will reopen on Dec. 23. . . . Carl Handsaker, 20th-Fox branch manager, returned from a trip to the Yakima Valley. . . . It has been announced that Sterling's Palomar Theatre has been purchased by University Properties for an undisclosed sum. It will continue in operation, but will be dismantled in May or June. . . . Tickets are now on sale at the boxoffice or by mail for "My Fair Lady," which opens Tuesday, Nov. 17, at the Music Box.



# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual Index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107



OCTOBER 28, 1964 SECTION TWO VOL. 72, NO. 15

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

Advance To The Rear . . . . .	A2	MGM
• Adventures Of All Baba, The . . .		U
• Adventures Of Scaramouche . . .		Emb.
Act One . . . . .	A2	WB
• Affair At The Villa Fiorita, The . .		WB
• Agony And The Ecstasy, The . . .		Fox
America, America . . . . .	A3	WB
• Americanization Of Emily, The . .	B	MGM
• Amok . . . . .	A1	Fox
• Amorous Adventure Of Moll Flanders . . . . .		Par.
• Apache Rifles . . . . .	A1	Fox
Ape Woman, The . . . . .	A3	Emb.

## AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
- 815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- 822 COMMANDO—MD-98m.—Stewart Granger, Dorlan Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the dualiers
- A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair exploitation entry
- ERIK THE CONQUEROR—MD-81m.—(ColorScope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- A12 GODZILLA VS THE THING—FAN-90m.—(CS; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
- A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror melier—Made in Spain
- 813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
- 823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war melier is okay programmer—Italian-made; English dialogue
- A08 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer

### TO BE REVIEWED

- CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian-made
- DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
- FEAR—Boris Karloff
- GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
- ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
- LAST MAN ON EARTH—Vincent Price
- LAST TOMB OF LIGEIA, THE—(S; C)—Vincent Price
- NAVAJO RUN—Johnny Seven, Virginia Vincent
- OPERATION SNAFU—Sean Connery, Stanley Holloway
- PAJAMA PARTY—(PV; C)—Tommy Kirk, Annette Funicello
- SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
- SOME PEOPLE—(C)—Kenneth More
- TABOO—(C)—Narration by Vincent Price—Italian-made Documentary
- T'IME TRAVELERS, THE—(C)—Preston Foster, Mary Anders
- UNEARTHLY STRANGER, THE—John Neville
- UNDER AGE—Anne MacAdams, Roland Royter

## BUENA VISTA

### DISTRIBUTED DURING THE PAST 12 MONTHS

- EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
- 153 MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
- 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
- 156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry
- SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue
- 151 THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGeehan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



• Aphrodite, Goddess Of Love .. A2 Emb.  
 • Archangels, The ..... Emb.  
 • Art Of Love ..... U  
 • Avenger, The ..... For.

**B**

Barbarian's The ..... For.  
 Bedtime Story ..... A3 U  
 • Bear, The ..... A1 Emb  
 Behold A Pale Horse ..... A2 Col.  
 Beauty And The Body ..... Misc.  
 • Bebo's Girl ..... Cont.  
 Becket ..... A3 Par.  
 Bell, Bare and Beautiful ..... Misc.  
 Best Man, The ..... A4 UA  
 Bikini Beach ..... A3 A-I  
 Billy Liar ..... A3 Cont.  
 Black Duke, The ..... For.  
 Black Like Me ..... A4 Misc.  
 • Black Spurs ..... Par.  
 Black Sabbath ..... B A1  
 • Blind Corner ..... A3 U  
 Block, The ..... Misc.  
 Blood Feast ..... Misc.  
 • Blood On The Arrow ..... A2 AA  
 Blood On The Balcony ..... For.  
 Bomb In High Street ..... For.  
 • Born Free ..... Col.  
 Bounty Killer, The ..... Par.  
 Brass Bottle, The ..... A1 U  
 Bridge On The River Kwai, The-RE ..... A1 Col.  
 Bridge To Glory ..... For.  
 • Buddha ..... A3 UA  
 Bullet For A Badman ..... A2 U  
 Bunny Yeager's Nude Las Vegas ..... Misc.  
 • Bus Riley's Back In Town ..... U

**C**

Caddy, The-RE ..... Par.  
 Carpetbaggers, The ..... B Par.  
 Cartouche ..... A3 Emb.  
 • Casanova '70 ..... Emb.  
 Castle Of Blood ..... Misc.  
 • Cat Ballou ..... Col.  
 Ceremony, The ..... A3 UA  
 Chalk Garden, The ..... A2 U  
 Cheyenne Autumn ..... WB  
 Children Of The Damned ..... A2 MGM  
 Circus World ..... A1 Par.  
 • Clarence The Cross-Eyed Lion ..... MGM  
 Cleopatra ..... B Fox  
 • Code 7, Victim 5 ..... A3 Col.  
 • Collector, The ..... Col.  
 Comedy Of Errors, The ..... B A1  
 Commando ..... A3 A-I  
 • Congo Vivo ..... Col.  
 • Conquered City ..... A1  
 Contempt ..... C Emb.  
 Cool World, The ..... Misc.  
 • Crack In The World ..... Par.  
 Crawling Hand, The ..... Misc.  
 Crazy Desire ..... B EMB  
 Crimson Blade, The ..... A1 Col.  
 Curse Of The Living Corpse, The B Fox

**D**

Dark Purpose ..... A2 U  
 Day And The Hour, The ..... A2 MGM  
 • Day The Earth Froze ..... A-I  
 Dead Ringer ..... A3 WB  
 • Dear Heart ..... A3 WB  
 Dementia (Filmgroup) ..... B A-I  
 Devil Doll, The ..... For.  
 Devil Ship Pirates ..... A2 Col.  
 Diary Of A Bachelor ..... A1  
 • Die, Die, My Darling ..... Col.  
 • Dingaka ..... Emb.  
 Disorder ..... For.  
 • Disorderly Orderly, The ..... Par.  
 Distant Trumpet, A ..... A2 WB  
 Dream Maker, The ..... A-I U  
 Dr. Crippen ..... A3 WB  
 Doctor In Distress ..... For.  
 Dr. Strangelove ..... A4 Col.  
 Don't Tempt The Devil ..... A3 For.  
 Dragon Sky ..... For.  
 Duel Of Champions ..... For.

**E**

• Earth Dies Screaming, The ..... A1 Fox  
 Easy Life, The ..... A4 Emb.  
 • East Of Sudan ..... Col.  
 • El Greco ..... Fox  
 Emil And The Detectives ..... BV  
 Empty Canvas, The ..... C Emb.  
 Ensign Pulver ..... A2 WB  
 • Erasmus With Freckles ..... Fox  
 Erik, The Conqueror ..... A2 A-I  
 • Escape By Night ..... A2 AA  
 Escape From Hell Island ..... Misc.  
 Evil Of Frankenstein, The ..... A2 U  
 Evil Eye ..... A2 A-I  
 Eyes Of Annie Jones ..... A3 Fox

**F**

Fall Safe ..... A2 Col.  
 Fall Of The Roman Empire ..... A1 Par.

154 TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

**TO BE REVIEWED**

THAT DARN CAT—(TC)—Hayley Mills, Dean Jones  
 THOSE CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

**COLUMBIA**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad  
 64030 BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story  
 64018 CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries June Thorburn—5149 (4-1-64)—Fair Import—English-made  
 64019 DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made  
 64004 DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth  
 65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience  
 FINEST HOURS, THE—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made  
 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England  
 65001 GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry  
 64021 HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil  
 64020 LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64) Lavish and spectacular period adventure tale—European made  
 65002 NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience  
 64017 PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal  
 64016 QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western  
 65003 RIDE THE WILD SURF—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans  
 64014 STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Lelf Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker  
 64015 SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Cragg, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made  
 64013 VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

**COMING**

BORN FREE—(PV; C)—Bill Travers, Virginia McKenna  
 CAT BALLOU—(C)—Jane Fonda, Lee Marvin, Michael Callan  
 CODE 7, VICTIM 5—(C)—Lex Barker, Ann Smyrner  
 COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 DIE, DIE, MY DARLING—Tallulah Bankhead—English Made  
 EAST OF SUDAN—(TC)—Anthony Quayle, Sylvia Sims—English  
 GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason, Francoise Dorleac  
 HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold  
 HIGHWAY—Steve McQueen, Lee Remick  
 KING RAT—George Segal, Tom Courtenay, James Fox  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
 LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens  
 LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian  
 MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris  
 MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newly, Anne Aubrey  
 PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English  
 SENILITA—Anthony Francosa, Claudia Cardinale  
 SHIP OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin  
 SYNANON—Chuck Connors, Stella Stevens, Edmond O'Brien  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack  
 WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes  
 WORLD WITHOUT SUN—Jacques Cousteau Documentary

**CONTINENTAL (WALTER READE-STERLING, INC.)**

BLACK LIKE ME—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose  
 ORGANIZER, THE—D-126m.—Marcello Mastrolanni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles  
 SEDUCED AND ABANDONED—CD-118m.—Sara Urzi, Stefania Sandrell—5191 (7-22-64)—Good Import—Italian-made; English titles  
 BILLY LIAR—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty patrons—English-made  
 TO BED—OR NOT TO BED—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well-made import—Italian-made; English titles  
 POINT OF ORDER—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal  
 HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles  
 LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada  
 MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue

**COMING**

BEBO'S GIRL—Claudia Cardinale, George Chakiris—Italian-made; subtitles  
 LOVE GODDESSES, THE—All Star Cast

**EMBASSY**

APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles  
 CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)



**CONTEMPT**—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
**CRAZY DESIRE**—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
**EASY LIFE, THE**—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Spaak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue  
**FURY AT SMUGGLERS BAY**—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
**HOUSE IS NOT A HOME, A**—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
**LET'S TALK ABOUT WOMEN**—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
**ONLY ONE NEW YORK**—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
**PASSIONATE THIEF, THE**—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
**YESTERDAY, TODAY AND TOMORROW**—COMP-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles  
**ZULU**—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

**COMING**

**ADVENTURE OF SCARAMOUCHE**—(C)—Gerard Barrey—French-made  
**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**ARCHANGELS, THE**—Roberto Bisacco, Virginia Onorato—Italian-made  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**CASANOVA-'70**—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
**DINGKA**—Stanley Baker, Juliet Prowse  
**HELLFIRE CLUB**—Peter Cushing, Adrienne Corri  
**MARRIAGE—ITALIAN STYLE**—Sophia Loren, Marcello Mastroianni—Italian  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**THREE PENNY OPERA**—Curt Jurgens, June Ritchie  
**SANTA CLAUS CONQUERS THE MARTIANS**—fantasy

**MGM**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- 423 **ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
- 414 **CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
- 338 **DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
- 405 **FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
- 427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
- 411 **GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English
- 416 **GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
- 408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-made; dubbed in English
- 429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
- 432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist rapid farce
- 455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
- 422 **KISSIN' COUSINS**—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
- 431 **LOOKING FOR LOVE**—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars
- 418 **MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
- 6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—109m.—MGM stars—5210 (9-2-64)—Sell the names and nostalgia
- 6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford have a go at murder again—English-made
- 503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again
- 355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
- 417 **NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
- 430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
- 6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England
- 6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama
- 412 **PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
- 6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy
- 425 **RHINO**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa
- 419 **SEVEN FACES OF DR. LAO**—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
- 413 **SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
- 424 **TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
- 337 **TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
- 428 **UNSYNKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment
- 426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set
- 505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Huguely, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.
- 509 **YOUR CHEATIN' HEART**—MUD-99m.—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer

**COMING FEATURES IN ORDER OF RELEASE**

Nov. **VICE AND VIRTUE**—Catherine Danneve, Annie Girardot, Robert Hesseln  
 Dec. **JOY HOUSE**—Jane Fonda, Alan Delon  
**AMERICANIZATION OF EMILY, THE**—James Garner, Julie Andrews, Melvyn Douglas

**COMING**

**CLARENCE THE CROSS-EYED LION**—Marshall Thompson, Betsy Drake  
**FLIGHT OF THE SANDPIPER**—(PV; MC)—Elizabeth Taylor, Richard Burton  
**GIRL HAPPY**—(PV; MC)—Elvis Presley, Shelley Fabares  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**HILL, THE**—Sean Connery, Michael Redgrave  
**JOY IN THE MORNING**—(PV; MC)—Richard Chamberlain, Yvette Mimieux  
**LOVED ONE, THE**—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer  
**OPERATION CROSSBOW**—(PV; MC)—Sophia Loren, George Peppard  
**POSTMAN'S KNOCK**—Solke Milligan, Barbara Shelley  
**QUICK, BEFORE IT MELTS**—(PV; MC)—Robert Morse, Anjanette Comer

- Family Diary ..... A2 MGM
- Fargo ..... A3 U
- Fate Is The Hunter ..... A1 Fox
- Father Goose ..... U
- Favor, The ..... U
- FBI Code 98 ..... A1 WB
- Fear ..... A-1
- Ferry Cross The Mersey ..... UA
- Finest Hours, The ..... Col.
- First Men In The Moon ..... A1 Col.
- Flesh Eaters, The ..... Misc.
- Flight From Ashiya ..... A3 UA
- Flight Of The Sandpiper ..... MGM
- Flipper's New Adventure ..... A1 MGM
- Fluffy ..... U
- For Those Who Think Young ... A3 UA
- Four Days In November ..... UA
- Four For Texas ..... B WB
- From Russia, With Love ..... B UA
- Fun In Acapulco ..... A3 Par.
- Fury at Smuggler's Bay ..... A2 Emb

**G**

- Gallegher ..... BV
- Genghis Khan ..... Col.
- Giant Monster, The ..... For.
- Girl Happy ..... MGM
- Girl With Green Eyes ..... A4 For.
- Glass Cage, The ..... Misc.
- Gladiators Seven ..... A-1 MGM
- Global Affair, A ..... A3 MGM
- Glory Guys, The ..... UA
- Godzilla Vs The Thing ..... A1 A1
- Gold For The Caesars ..... A2 MGM
- Golden Arrow, The ..... A1 MGM
- Goldfinger ..... UA
- Goliath And The Vampires ..... A2 A-1
- Gone Are The Days ..... A2 Misc.
- Goodbye Charlie ..... Fox
- Good Neighbor Sam ..... A2 Col.
- Graveside Story, The ..... A-1
- Great Race, The ..... WB
- Greatest Story Ever Told, The ..... UA
- Gunfight At Comanche Creek .. A3 Misc.
- Gunfighter At Casa Grande .... MGM
- Guns At Batasi ..... A3 Fox
- Guns Of August ..... U

**H**

- Hallelujah Trail, The ..... UA
- Hamlet ..... A1 WB
- Hard Day's Night, A ..... A1 UA
- Harvey Middleman, Fireman .. Col.
- He Rides Tall ..... B U
- Hellfire Club ..... A3 Emb.
- Hercules In The Haunted World. For.
- Hercules, Samson And Ulysses .. MGM
- Hey There, It's Yogi Bear ..... A1 Col.
- Hidden Room Of 1,000
- Horrors, The ..... For.
- Hide And Seek ..... A2 U
- High And Low ..... Cont.
- Highway ..... Col.
- High Wind In Jamaica, A ..... Fox
- Hill The ..... MGM
- Honeymoon Hotel ..... B MGM
- Horror Of It All, The ..... A2 Fox
- Horror Of Party Beach, The .... B Fox
- House Is Not A Home, A ..... B Emb.
- How To Murder Your Wife ..... UA
- How The West Was Won ..... A1 MGM
- Hush, Hush, Sweet Charlotte .. Fox

**I**

- I'D Rather Be Rich ..... A2 U
- I'll Take Sweden ..... UA
- In Harm's Way ..... Par.
- Incredible Mr. Limpet, The .... A1 WB
- Intimate Diary Of Artists' Models ..... Misc.
- Invitation To a Gunfighter ..... A3 UA
- Ipress File, The ..... U
- Island Of The Blue Dolphins ... A1 U
- It's Alive ..... A1
- It's A Mad, Mad, Mad, Mad World ..... A1 UA

**J**

- John Goldfarb, Please Come Home ..... Fox
- Journey To The End Of The Universe ..... A1
- Joy House ..... B MGM
- Joy In The Morning ..... MGM
- Judith ..... Par.



K

Table listing movies under 'K' with columns for title, rating, and distributor. Includes titles like 'Killers, The', 'King Rat', 'Kings Of The Sun'.

L

Table listing movies under 'L' with columns for title, rating, and distributor. Includes titles like 'La Bonne Soupe', 'Ladybug, Ladybug', 'Lady In A Cage'.

M

Table listing movies under 'M' with columns for title, rating, and distributor. Includes titles like 'Madmen Of Mandores', 'Mafioso', 'Mail Order Birde'.

N

Table listing movies under 'N' with columns for title, rating, and distributor. Includes titles like 'Naked Brigade, The', 'Naked Kiss, The', 'Naked Prey, The'.

O

Table listing movies under 'O' with columns for title, rating, and distributor. Includes titles like 'Of Human Bondage', 'One Man's Way', 'One Potato, Two Potato'.

ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SCRATCH A THIEF—Ann Margret, Alain Delon, Jack Palance, Van Heflin

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
R6402 CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—

COMING

AMOROUS ADVENTURES OF MOLL FLANDERS—(PV; TC)—Kim Novak, Richard Johnson
BLACK SPURS—(TC)—Roy Calhoun, Linda Darnell, Scott Brady
BOUNTY KILLER, THE—(TS; TC)—Dan Duryea, Rod Cameron

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

444 CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertain-
ment
412 CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Warren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable
horror entry

COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison
AMOK—Jock Mahoney, Margia Dean
APACHE RIFLES—(C)—Audie Murphy
EARTH DIES SCREAMING, THE—Willard Parker, Virginia Field



SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker  
 THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel  
 UP FROM THE BEACH—Cliff Robertson, Irina Demick  
 VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter  
 ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman  
 6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey  
 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht  
 6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch  
 6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon  
 6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
 6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
 6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer  
 6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch  
 6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry  
 6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western  
 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross  
 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch  
 6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman  
 6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean  
 6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch  
 6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Marla Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch  
 6419 **TOPKAPI**—CD-120m.—(C)—Meltina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
 6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made  
 6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

### COMING FEATURES IN ORDER OF RELEASE

- Sept. **BUDDHA**—(TE; TC)—Japanese-made  
 Dec. **GOLDFINGER**—(TC)—Sean Connery, Honor Blackman—Eon—English-made  
 Dec. **KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch

### COMING

**FERRY CROSS THE MERSEY**—Gerry And The Pacemakers—English-made  
**GLORY GUYS, THE**—(PV; DC)—Tom Tryon, Harve Presnell, Jeanne Cooper—Levy-Gardner—Laven  
**GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens  
**HALLELUJAH TRAIL, THE**—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
**HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.  
**I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon  
**MISTER MOSES**—(PV; C)—Robert Mitchum, Carroll Baker—Ross  
**ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made  
**RAGE TO LIVE, A**—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
**SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch  
**SHABBY TIGER, THE**—(C)—Cliff Robertson, Jack Hawkins—Novus  
**THOUSAND CLOWNS, A**—Jason Robards, Jr., Barbara Harris  
**TRAIN, THE**—Burt Lancaster, Jeanne Moreau  
**WHAT'S NEW, PUSSYCAT?**—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment  
 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry  
 6421 **BULLET FOR A BADMAN**—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made  
 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show  
 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made  
 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made  
 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches  
 6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made  
 6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
 6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade  
 6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story  
 6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
 6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Cute comedy  
 6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama  
 6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing  
 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Molra Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made  
 6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half  
 6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
 6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
 6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made  
 6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

## P

- **Pajama Party** ..... A1  
**Palm Springs Week-End** ..... B WB  
**Paris Pick-Up** ..... Par.  
**Party, The** ..... AA  
**Paris When It Sizzles** ..... A3 Par.  
**Passionate Thief, The** ..... A3 Emb.  
**Patsy, The** ..... A1 Par.  
**Pink Panther** ..... A3 UA  
**Playboy** ..... Col.  
**Play It Cooler** ..... Col.  
**Pleasure Seekers, The** ..... Fox  
**Point Of Order** ..... A2 Cont.  
**Postman's Knock** ..... MGM  
**Prize, The** ..... A3 MGM  
**Psyche 59** ..... B Col.  
**Psychomania** ..... Misc.  
**Pumpkin Eater, The** ..... Col.  
**Pyro** ..... A3 A-1

## Q

- **Quick, Before It Melts** ..... MGM  
**Quick Gun, The** ..... A2 Col.  
**Quo Vadis—Re.** ..... A1 MGM

## R

- **Racing Fever** ..... B AA  
**Rage To Live, A** ..... UA  
**Raiders, The** ..... U  
**Raiders Of Leyte Gulf, The** ..... A1 For.  
**Rapture** ..... Fox  
**Ready For The People** ..... WB  
**Reward, The** ..... Fox  
**Rhino** ..... A1 MGM  
**Ride The Wild Surf** ..... A1 Col.  
**Ring of Treason** ..... A2 Par.  
**Rio Conchos** ..... A3 Fox  
**Robin And The 7 Hoods** ..... A2 WB  
**Robinson Crusoe On Mars** ..... A1 Par.  
**Rounders, The** ..... MGM  
**Roustabout** ..... A2 Par.

## S

- Sadist, The** ..... Misc.  
 • **Samson And The Slave Queen** .. A1 A-1  
**Sandokan, The Great** ..... MGM  
 • **Santa Claus Conquers The Martians** ..... Emb.  
 • **Satan Bug, The** ..... A2 UA  
**Scratch A Thief** ..... MGM  
**Secret Door, The** ..... A2 Misc.  
**Secret Invasion, The** ..... A2 UA  
**Seduced And Abandoned** ..... A3 For.  
**Send Me No Flowers** ..... A2 U  
 • **Senilita** ..... Col.  
**Seven Days In May** ..... A2 Par.  
**Seven Faces Of Dr. Lao, The** .. A1 MGM  
**Seventh Dawn, The** ..... B UA  
 • **Sex And The Single Girl** ..... B WB  
 • **Shabby Tiger, The** ..... UA  
 • **She** ..... MGM  
**Shenandoah** ..... U  
 • **Ship Of Fools** ..... Col.  
**Shock Treatment** ..... A2 Fox  
**Shot In The Dark, A** ..... B UA  
 • **Signpost To Murder** ..... MGM  
**Sin On The Beach** ..... For.  
**Sing And Swing** ..... A2 U  
**633 Squadron** ..... A2 UA  
**Skydivers, The** ..... Misc.  
**Silme People, The** ..... Misc.  
**So Dear To My Heart—Re** ..... A1 BV  
 • **Soldier In The Rain** ..... B Misc.  
 • **Some People** ..... A-1  
 • **Son Of A Gunfighter** ..... MGM  
**Son Of Captain Blood, The** ..... A1 Par.  
 • **Sound Of Music, The** ..... Fox  
**South Pacific—RE.** ..... A3 Fox  
**Stage To Thunder Rock** ..... A2 Par.  
**Stark Fear** ..... Misc.  
**Station Six Sahara** ..... B Misc.  
**Stop Train 349** ..... A2 Misc.  
**Strait-jacket** ..... A3 Col.  
 • **Strange Bedfellows** ..... U  
**Strangler, The** ..... B Misc.  
**Summer Holiday** ..... A1 A-1  
**Sunday In New York** ..... B MGM  
**Surf Party** ..... A2 Fox  
**Swingin' Maiden, The** ..... A1 Col.  
 • **Swinging Set, The** ..... MGM  
**Sword Of El Cid, The** ..... For.  
 • **Sylvia** ..... Par.  
 • **Synanon** ..... Col.



T

• Taboo	AI	AA
• Taffy And The Jungle Hunter	U	U
• Taggart	A2	MGM
• Tamahine	A3	BV
• That Darn Cat	U	U
• That Funny Feeling	A2	For. Col.
• That Man From Rio	A2	For. Col.
• These Are The Damned	A3	Misc.
• Thin Red Line, The	A3	BV
• Three Lives Of Thomasina, The	AI	BV
• 3 Nuts In Search Of A Bolt	AI	Misc.
• Three Penny Opera	A3	Emb.
• Third Secret, The	A3	Fox
• 36 Hours	A3	MGM
• Those Calloways	U	BV
• Those Magnificent Men In Their Flying Machines	U	Fox
• Thousand Clowns, A	U	UA
• Three Stooges Meet The Gunslingers, The	U	Col. BV
• Tiger Walks, A	AI	BV
• Tiko And The Shark	U	MGM
• Time Travelers, The	B	A-1
• To Bed Or Not To Bed	A3	Cont. For.
• Tomorrow At Ten	A3	UA
• Topkapi	A3	UA
• Torpedo Bay	A3	AI
• Train, The	U	UA
• Troublemaker, The	U	Misc.
• Truth About Spring, The	U	U
• Two Are Gully	A3	MGM
• Two On A Gullotine	U	WB

U

• Unearthly Stranger, The	AI	A-1
• Under Age	B	AI
• Unsinkable Molly Brown, The	A2	MGM
• Up From The Beach	U	Fox

V

• Valley Of The White Wolves	AA	AA
• Vice And Virtue	B	MGM
• Victors, The	A3	Col.
• Visit, The	A4	Fox
• Viva Las Vegas	B	MGM
• Von Ryan's Express	U	Fox
• Voyage To The End Of The Universe	U	A-1

W

• Wacky Playboy, The	Misc.	Misc.
• Walk A Tightrope	A2	Par.
• Walls Of Hell, The	A2	Misc.
• War Is Hell	A2	Misc.
• Watch It, Sailor	U	Col.
• Weekend	C	For.
• What A Way To Go!	B	Fox
• What's New, Pussycat	U	UA
• Where Love Has Gone	A3	Par.
• White Savage	AA	AA
• White Slaves Of Chinatown	Misc.	Misc.
• Who's Been Sleeping In My Bed	B	Par.
• Who's Minding The Store?	AI	Par.
• Wild And Wonderful	AI	U
• Witchcraft	A2	Fox
• Women Of Straw	A3	UA
• Woman Who Wouldn't Die, The	A3	WB
• World Of Henry Orient, The	A2	UA
• World Without Sun	U	Col.

Y

• Yanco	U	For.
• Yank In Viet-nam, A	AI	Misc.
• Yellow Rolls Royce, The	U	MGM
• Yesterday, Today And Tomorrow	B	Emb.
• Young Girls Of Good Family	U	Emb.
• Youngblood Hawke	A3	WB
• Young And Willing	A4	U
• Young Cassidy	U	MGM
• Young Fury	U	Par.
• Young Go Wild, The	U	For.
• Young Lovers, The	A3	MGM
• Young Swingers, The	AI	Fox
• Your Cheatin' Heart	U	MGM
• Your's Never Too Young—Re.	U	Par.

Z

• Zebra In The Kitchen	U	MGM
• Zorba, The Greek	U	Fox
• Zulu	A3	Emb.

COMING

ADVENTURES OF ALI BABA, THE—(C)—Peter Mann, Laura Lane  
 ART OF LOVE, THE—(TC)—James Garner, Elke Sommer  
 BLIND CORNER—William Sylvester, Barbara Shelley—English made  
 BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks  
 FARGO—Michael Parks, Cella Kaye  
 FATHER GOOSE—(C)—Gary Grant, Leslie Caron  
 FAVOR, THE—(C)—Rock Hudson, Leslie Caron  
 FLUFFY—(C)—Tony Randall, Shirley Jones  
 GUNS OF AUGUST—World War I Documentary  
 IPCRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made  
 KITTEN WITH A WHIP—Ann-Margret, John Forsythe  
 NAKED BRIGADE, THE—Shirley Eaton, Ken Scott  
 NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson  
 SHENANDOAH—(C)—James Stewart, Doug McClure  
 STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida  
 TAGGART—(C)—Tony Young, Dan Duryea  
 THAT FUNNY FEELING—(C)—Sandra Dee, Bobby Darin, Donald O'Connor  
 TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 ACT ONE—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama  
 358 AMERICA AMERICA—D-174m.—Stathis Giallelia—5121 (1-8-64)—Well-made, interesting drama—Filmed abroad  
 480 CHEYENNE AUTUMN—AD-158m.—(PB 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry  
 357 DEAD RINGER—D-115m.—Bette Davis, Keri Malden—5131 (2-5-64)—Interesting drama  
 363 DISTANT TRUMPET, A—W-117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies  
 361 DR. CRIPPEN—D-98m.—Donald Pleasance, Coral Browne, Samantha Egger—5133 (2-19-64)—Fair import—English-made  
 366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy  
 364 FBI CODE—98—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action  
 356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action  
 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic  
 359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film  
 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast  
 360 MAN FROM GALVESTON, THE—W-57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler  
 355 PALM SPRINGS WEEKEND—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others  
 365 ROBIN AND THE 7 HOODS—CMU-123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara  
 DEAR HEART—Glenn Ford, Geraldine Page  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 MY BLOOD RUNS COLD—Troy Donahue, Joey Heatherton  
 MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
 NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker  
 READY FOR THE PEOPLE—Simon Oakland, Anne Helm  
 SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda  
 TWO ON A GULLITINE—(PV)—Connie Stevens, Dean Jones  
 WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made  
 YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV.-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.  
 BELL, BARE AND BEAUTIFUL—NOV-64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nude novelty has Bell name—Griffith  
 BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson  
 BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars  
 BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nude novelty for fest buck spots—Cinema Syndicate  
 CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.  
 COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V  
 CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dueller—Hensen Ent.  
 ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International  
 FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.  
 GLASS CAGE, THE—MD-84m.—Arlene Sex, Robert Keiljen—5134 (2-19-64) For the lower half—Futuramic  
 GONE ARE THE DAYS—CD-97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hemmer Bros.  
 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western—Allied Artists  
 INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nude novelty—Ikay Beautiful  
 LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire  
 LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve  
 MADMEN OF MANDORAS—MD-74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.  
 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made—Allied Artists  
 NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland—Allied Artists  
 ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V  
 ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)—Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Hes possibilities for exploitation spots—Mishkin  
 PSYCHOMANIA—MD-90m.—Lee Phillips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria  
 SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.  
 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made—Allied Artists  
 SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hensen Ent.  
 SKYDIVERS, THE—MD-75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.  
 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help—Allied Artists  
 STARK FEAR—MD-86m.—Beverly Garland, Sklp Homier—5134 (2-19-64)—Spotty effort on an ugly subject—Ellis  
 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad—Allied Artists  
 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad) Allied Artists  
 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller—Allied Artists  
 THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film—Allied Artists  
 3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nude, sexy angles—Harlequin Int.  
 TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus  
 WACKY PLAYBOY, THE—C-63m.—Tommy Raitt—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic  
 WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made In Philippines—Hemisphere  
 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half—Allied Artists  
 WHITE SLAVES OF CHINATOWN—MD-70m.—Audrey Campbell—5171 (5-27-64)—Nude with veneer of social commentary—American Film Dist.  
 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad—Allied Artists



# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- AVENGER, THE**—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English—Medallion
- BRIDGE TO GLORY**—D—103m.—Renato Salvatori—5187 (7-8-64)—Good Import—Italian-made; English titles—Jillo
- BARBARIANS, THE**—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere
- BLACK DUKE, THE**—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English—PRC
- BLOOD ON THE BALCONY**—DOC.—92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo
- BOMB IN THE HIGH STREET**—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot—English-made—Hemisphere
- DEVIL DOLL**—D—80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.
- DISORDER**—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary
- DOCTOR IN DISTRESS**—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair Import—English-made—Governor
- DON'T TEMPT THE DEVIL**—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting Import—French-made; English titles—UMPO
- DRAGON SKY**—D-95m.—(EC)—Narie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert
- DUEL OF CHAMPIONS**—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining Import for the program—Italian-made; dubbed in English—Medallion
- GIANT MONSTER, THE**—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert
- HERCULES IN THE HAUNTED WORLD**—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.
- HIDDEN ROOM OF 1,000 HORRORS, THE**—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Belli—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LATERNA MAGIKA**—NOV.—119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslovakia—Richard Fleischer
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MAFIOSO**—D—100m.—Alberto Sordi—5187 (7-8-64)—Good Import should please art house patrons—Italian-made; English titles—Zenith Int.
- NOTHING BUT THE BEST**—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.
- RAIDERS OF LEYTE GULF, THE**—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere
- SIN ON THE BEACH**—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.
- SWORD OF EL CID, THE**—86m.—(Supercliscope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC
- THAT MAN FROM RIO**—C-114m.—(EC)—Jean-Paul Belmonde, Françoise Dorléac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert
- TOMORROW AT TEN**—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor
- WEEKEND**—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.
- YANCO**—D-85m.—Ricardo Ancona—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman
- YOUNG GO WILD, THE**—MD-88m.—Christlan Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency melier—German-made; dubbed in English—Manson

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317 N. Broad St.

Philadelphia, Pa. 19107



**FEATURE FILMS**  
**PRODUCTION NUMBERS and**  
**NATIONAL RELEASE DATES**  
**1963-64 and 1964-65**  
**SEASONS**

**Continental**  
**(Walter Reade-Sterling, Inc.)**

Billy Liar	Jan.
Wurthing Heights (Reissue)	Jan.
The Impersonator	Feb.
To Bed—Or Not To Bed	March
Point Of Order	April
High and Low	April
They All Died Laughing (Jolly Bad Fellow)	May
The Organizer	May
Black Like Me	May
Mediterranean Holiday	July
Seduced and Abandoned	Aug.
The Luck of Ginger Coffey	Oct.
BeBo's Girl	Nov.
The Love Goddesses	Nov.
World Greatest Swindles	Nov.

406 The Hustler	April
444 Cleopatra (Regular Release)	July
407 Blue Denim	April
408 South Pacific	April
411 Horror Of Party Beach	April
412 Curse Of The Living Corpse	April
413 La Bonne Soupe	June
414 The Longest Day	June
415 What A Way To Go	April
416 The Visit	Aug.
417 Guns At Batasi	Sept.
419 Journey To The Center Of The Earth—Reissue	Sept.
420 Night Train To Paris	Sept.
421 Witchcraft	Sept.
422 Horror Of It All	Sept.
423 Fate Is The Hunter	Oct.
424 The Earth Dies Screaming	Oct.
425 Apache Rifles	Nov.
426 Rio Conchos	Nov.
427 Riders From Beneath The Sea	Nov.
428 Goodbye—Charlie	Dec.
429 John Goldfarb, Please Come Home	Dec.

(This is a listing of all production numbers and release dates, as made available by the companies on 1963-64 and 1964-65 product, accurate to time of publication.—Ed.)

**Embassy**

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.
Hellfire Club	June
Fury Smuggler's Bay	June
Zulu	July
Crazy Desire	July
Contempt	July
Cartouche	July
A House Is Not A Home	Aug.
Adventures Of Scaramouche	Aug.
Only One New York	Sept.
The Ape Woman	Sept.
Three Penny Opera	Oct.

**United Artists**

6401 It's A Mad, Mad, Mad, Mad World	Dec.
6402 Kings Of The Sun	Dec.
6403 Pink Panther	March
6404 The Ceremony	Jan.
6405 Ladybug, Ladybug	Jan.
6406 One Man's Way	Feb.
6407 From Russia With Love	April
6408 Flight From Ashiya	April
6409 The Best Man	May
6410 For Those Who Think Young	June
6411 World Of Henry Orient	June
6412 633 Squadron	July
6413 The 7th Dawn	July
6414 A Hard Day's Night	Aug.
6415 A Shot In The Dark	July
6416 Woman Of Straw	Sept.
6417 The Secret Invasion	Oct.
6418 Invitation To A Gunfighter	Nov.
6419 Topkapi	Oct.
6422 Four Days In November	Oct.

**Allied Artists**

6401 Soldier In The Rain	Dec.
6402 A Yank In Viet-Nam	Feb.
6403 The Strangler	April
6404 A Life In Danger	Feb.
6405 The Secret Door	Mar.
6406 Never Put It In Writing	Mar.
6407 The Naked Kiss	May
6408 The Thin Red Line	May
6409 Stop Train 349	July
6410 Master Spy	July
6411 Station Six Sahara	Aug.
6412 Escape By Night	Aug.
6413 Racing Fever	Sept.
6414 Blood On The Arrow	Sept.

**MGM**

501 MGM's Big Parade Of Comedy	Sept.
502 Quo Vadis—Reissue	Sept.
503 Murder Most Foul	Sept.
504 Of Human Bondage	Oct.
505 The Young Lovers	Oct.
506 Joy House	Nov.
507 The Outrage	Nov.
508 The Americanization Of Emily	Dec.
509 Your Cheatin' Heart	Jan.
510 Signpost To Murder	Feb.
511 Murder Ahoy	Sept.
512 Swingin' Set	Dec.
513 36 Hours	Jan.
514 Quick Before It Melts	Feb.
515 Lili—RE.	Feb.

**Universal**

6401 Charade	Jan.
6402 Young And Willing	Jan.
6404 Dream Maker, The	Feb.
6405 Man's Favorite Sport?	Feb.
6406 Hide And Seek	Mar.
6407 Captain Newman, M.D.	April
6408 He Rides Tall	April
6409 The Brass Bottle	May
6410 The Raiders	May
6413 The Chalk Garden	June
6414 Evil Of Frankenstein	June
6415 Nightmare	June
6416 Wild And Wonderful	July
6417 Bedtime Story	July
6418 Marnie	Aug.
6419 Island Of Blue Dolphins, The	Aug.
6420 McHale's Navy	Sept.
6421 Bullet For A Badman	Sept.
6423 I'd Rather Be Rich	Oct.
6424 The Killers	Oct.
Guns Of August	Sept.
The Lively Set	Nov.
6426 Send Me No Flowers	Nov.
6427 Kitten With A Whip	Nov.
6428 Sing And Swing	Nov.

**American-International**

A01 Musc's Beach Party	March
A02 Goliath And The Vampires	April
A03 Last Man On Earth	April
A04 The Unearthly Stranger	June
A05 Masque Of The Red Death	June
A06 Bikini Beach	July
A07 The Time Travelers	Oct.
A08 Voyage To The End Of The Universe	Aug.
A09 Day The Earth Froze	April
A10 Conquered City	Dec.
A11 Operation SNAFU	Jan.
A12 Godzilla Vs The Thing	Aug.
A13 Diary Of A Bachelor	Sept.
A14 Pajama Party	Nov.
A15 Navajo Run	Nov.
A16 Taboo	Jan.

**Paramount**

R6301 Don't Give Up The Ship—RE	Sept.
R6302 Rock-A-Bye Baby—RE	Sept.
6303 Wives And Lovers	Oct.
6304 A New Kind Of Love	Oct.
6305 Fun In Apaculo	Nov.
6306 Who's Minding The Store?	Dec.
6307 All The Way Home	Nov.
R6308 To Catch A Thief—RE	Oct.
R6309 Vertigo—RE	Oct.
6310 Who's Been Sleeping In My Bed?	Dec.
6311 Lady In A Cage	July
6312 Love With The Proper Stranger	Feb.
6313 Seven Days In May	March
6314 Law Of The Lawless	May
6315 The Carpetbaggers	June
6316 Paris When It Sizzles	April
6317 Son Of Captain Blood	May
6318 Paris Pick-Up	Oct.
6319 Becket	April
The Fall Of The Roman Empire	May
6320 Ring Of Treason	Aug.
6323 Robinson Crusoe On Mars	June
6324 Stage To Thunder Rock	June
6322 The Patsy	Aug.
6325 Walk A Tightrope	July
6400 The Fall Of The Roman Empire	June
R6402 The Caddy—Reissue	Sept.
R6403 You're Never Too Young—Reissue	Sept.
6404 Where Love Has Gone	Oct.
6405 Roustabout	Nov.
6406 Disorderly Orderly	Dec.

**Buena Vista**

146 Fantasia—RE	Oct.
147 20,000 Leagues Under the Sea—RE	Oct.
145 The Incredible Journey	Nov.
148 Sword In The Stone	Dec.
151 Three Lives Of Thomasina	June
153 Misadventures Of Merlin Jones	June
154 A Tiger Walks	June
156 The Moon-Spinners	July
158 So Dear To My Heart—Re.	Oct.
157 Mary Poppins	Oct.

**Columbia**

65001 Good Neighbor Sam	July
65002 The New Interns	Aug.
65003 Ride The Wild Surf	Aug.
65004 Behold A Pale Horse	Sept.
65005 Fail Safe	Oct.
65006 Lili	Sept.
65007 The Pumpkin Eater	Oct.
65008 The Finest Hours	Oct.
World Without Sun	Nov.
First Men In The Moon	Nov.
East Of Sudan	Nov.
Traveling Lady	Jan.
The Collector	Jan.

**20th-Fox**

401 Man In The Middle	Jan.
402 Surf Party	Jan.
403 Shock Treatment	Feb.
404 Eyes Of Anne Jones	Feb.
405 The Third Secret	March

**Warners**

351 Wall Of Noise	Sept.
352 The Castilian	Oct.
353 Rampage	Oct.
354 Mary, Mary	Nov.
355 Palm Springs Week-End	Nov.
356 Four For Texas	Jan.
358 America, America	Feb.
359 The Incredible Mr. Limpet	March
357 Dead Ringer	Feb.
360 Man From Galveston, The	Jan.
361 Dr. Crippen	Feb.
362 Act One	April
363 Distant Trumpet	May
364 FBI Code-98	June
365 Robin And The 7 Hoods	July
366 Ensign Putter	July
451 Kisses For My President	Oct.
452 Ready For The People	Oct.
453 Youngblood Hawke	Nov.
454 Sex And The Single Girl	Dec.
455 Dear Heart	Jan.
456 Two On A Guillotine	Dec.
457 None But The Brave	Feb.
458 Affair At Villa Fiorita	Apr.
479 My Fair Lady	Oct.
480 Cheyenne Autumn	Dec.



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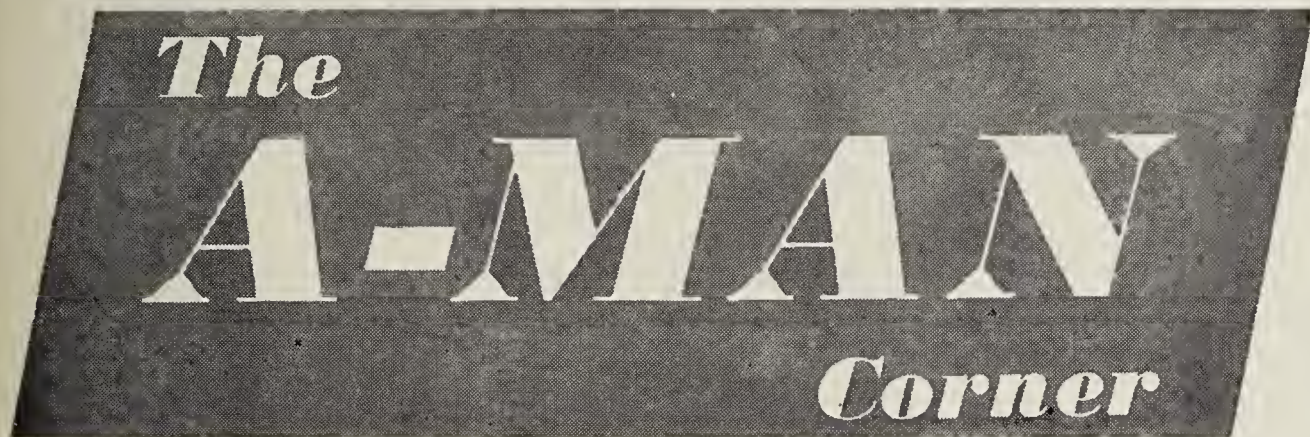
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Executive Producer MARTIN MELCHER • A MARTIN MELCHER Production • A UNIVERSAL Picture • Technicolor®





MOTION PICTURE

# EXHIBITOR

NOVEMBER 4, 1964

Volume 72

Number 16

IN THREE SECTIONS • THIS IS SECTION ONE



## Czechs, Israel Top S.F. Festival

(See Page 6)

## Reports From Censor Front

(See Page 8)

The motion picture industry and filmgoers everywhere have a new sweetheart as "MY FAIR LADY," starring Rex Harrison and Audrey Hepburn, opens in gala premiere dates.

**REPEATING THE SAME MISTAKES . . .** see editorial-page 4



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**Heading  
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Volume 72 • No. 16

NOVEMBER 4, 1964

OUR 46th YEAR

### REPEATING THE SAME MISTAKES

FIVE YEARS AGO, in November, 1959, Robert A. Bicks, representing the Department of Justice, addressed the annual TOA convention. He was replying to a letter from TOA attorney Herman Levy questioning the Department's attitude toward competitive bidding.

Bicks said the Department was willing to listen to exhibitor complaints. He denied that the consent decree and resultant abuses were responsible for the shortage of product, which plagued the industry then and still plagues it today. This problem, Bicks maintained, could not be solved by amending the consent decrees.

The Department of Justice representative also indicated at that time that his agency would look with favor on exhibitor mergers if it could be shown that one of the theatres would be forced out of business otherwise. The Department, he said, would not necessarily be opposed to the establishment of a "closed town."

During that address five years ago, Bicks indicated a certain understanding of exhibition's problems. In this regard, he said that criticism of some adjustments on competitive bids was not without justice. Competitive bidding, he maintained, should not be considered by exhibitors as a means of "conniving" to obtain a picture.

All this happened five years ago. Today, the problems remain. Bidding is as uncertain and dangerous a game of Russian roulette as ever. Abuses of good business sense and fair business practice are as flagrant as ever. The Department of Justice is as silent as ever.

Yet, in many cases, exhibitors are known to have bid more

money on pictures than they grossed. Established clearance patterns have been disregarded, and the hunger for the quick profit has resulted in theatres being moved up to first-run status with little regard for the ultimate effect on the business as a whole.

Location, appointments, transit facilities, grossing potential, and degrees of competition with other theatres once were considered by distributors. Today, many ignore these factors and go where the guarantee is whether it makes sense or not. They know from bitter experience that some theatres put up unreasonable bids merely to take product away from established first-run situations. In this shortsighted manner, some sellers of film are helping to kill off the very theatres that made it possible for them to earn the top dollar through the years.

Why do these distributors permit such a suicidal situation to exist? Many answer that they must do these things to avoid law suits. This may be the easiest way out, but the distributor who stands up for what is right and refuses to knuckle under to unreasonable demands will find ample judicial precedent to back him up. The industry may be determined to destroy itself, but recent court decisions indicate that this destruction can be avoided.

It will take a new dedication to fair play and sound business principles, however. We don't know where Mr. Bicks of the Justice Department is today, but he might be interested to know that the same problems he spoke of five years ago exist today. Some people learn from experience while others are content to repeat the same mistakes over and over again.

### ONE REEL OF DISNEY MAGIC

WALT DISNEY has proved through the years that his knowledge of showmanship is second to none. While so many others have been saying that today's filmgoers just don't want quality family entertainment, he has been selling just that commodity to delighted theatre audiences over and over again.

This success is no accident. It is the result of hard work and continuous exploitation. Consider Disney's use of television through the years to create interest in theatre properties. No other film-maker has used the small screen so effectively.

Everyone knows by now that Disney has another blockbuster in "MARY POPPINS." This magnificent musical confection has brought out the critical superlatives for Buena

Vista, Disney, Dick Van Dyke, and especially for Julie Andrews, who has zoomed to screen stardom after delighting stage audiences.

We were privileged recently to see a one-reel color subject on "Mary Poppins" that will delight any audience. It is being distributed free to theatres, and those exhibitors lucky enough to have this feature on their booking calendars will find it a potent sales aid. More important, it stands by itself as superlative entertainment.

Disney makes excellent movies and then goes out and sells them with impact and imagination. There is no better formula for success.

### "LADY" LEADS THE WAY

WARNER BROTHERS is moving full speed ahead, and the result is startling good news for all exhibitors. On the way from this progressive company is more product, more new faces, and a hard sell approach to motion pictures that should do plenty to keep boxoffices humming.

Kicking off this big surge was the gala opening of "MY FAIR LADY," destined to be as big a smash as a movie as it was a stage play—and they don't come any bigger than that.

"Lady" is a smash, and that's only the beginning of good things on the way from Warner Brothers.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A son, James Michael Johnson, was born at Suburban Hospital, Bethesda, Md., to Beverly and William M. Johnson, Jr. The father is a veteran manager-projectionist formerly at the Elkton Drive-In, Elkton, Md., and now chief projectionist at the National Institute of Health, Bethesda, Md. The mother is a former employee of Berlo Vending Company in the Wilmington, Del., area.

### Obituaries

William J. Clark, 66 chief accountant of Paramount Pictures Corporation, died at his home in River Edge, N. J. He joined Paramount in 1919, and was appointed chief accountant in 1958. His widow survives.

### ABC Agrees To Divest

PHILADELPHIA—The Federal Trade Commission announced that the ABC Consolidated Corporation, Long Island City, N. Y., and its wholly-owned subsidiary, Berlo Vending Company, Philadelphia, had agreed to an FTC order requiring them to divest themselves of \$4 million worth of concessions and contract rights in motion picture theatres within the next year.

These concessions, the FTC said, include confectionery stands and vending machines for which the companies have exclusive contracts in a large number of theatres in the New York-Philadelphia area.

An FTC complaint, dated Nov. 4, 1959, alleged that the acquisition by ABC and Berlo of two competing concessionaires in 1957 "may result in a substantial lessening of competition or tendency to create a monopoly" in violation of the Clayton Antitrust Act.

The FTC order requires that \$3.5 million of the divestiture be made in the New York-Philadelphia film exchange area.

### "MY FAIR LADY"

Warner Brothers has hit the entertainment jackpot with "MY FAIR LADY." It really won't matter whether or not filmgoers have seen the play. The movie will delight them just the same.

There is something magical about an entertainment experience like this one. A warm and wonderful glow seems to light up the theatre and the faces of the audience. "MY FAIR LADY" has that kind of magic. Jack Warner has produced a masterpiece, and credit belongs to every actor and technician who had a hand in its creation under the masterful direction of George Cukor.

For many enchanted persons, once won't be enough. We predict that repeat business at "MY FAIR LADY" will set some sort of record. We intend to see it again, that's for certain.

JAY EMANUEL

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., NOV. 2

## Tax Campaign Report Highlights COMPO Agenda

NEW YORK—A report on the industry's campaign for repeal of the admissions tax as it applies to motion picture theatres highlights the annual COMPO meeting, to be held Nov. 6, at the St Moritz Hotel. It will be read by C. Elmer Nolte, Jr., Baltimore, co-chairman with LaMar Sarra of Florida, of the COMPO national tax campaign committee.

Ben Marcus, representing National Allied on the COMPO governing committee, will preside.

A report will be made by treasurer Russell V. Downing. Charles E. McCarthy, executive vice-president, will report on the past year, Eugene Picker will discuss the plan to increase production.

T. Manning Clagett, MPAA, will report on censorship and classification of motion pictures, and Harry Hendel, Pittsburgh, and Malcolm Green, Boston, will report on the COMPO merchandising plan in their exchange areas.

The agenda also provides for a discussion of the budget for 1965 and the dues campaign, after which there will be an election of officers.

The meeting is expected to be attended by Allied States Association of Motion Picture Exhibitors, Independent Theatre Owners Association, International Alliance of Theatrical Stage Employees, Metropolitan Motion Picture Theatres Association, Motion Picture Association of America, Theatre Owners of America, Variety Clubs International, and Independent Film Importers and Distributors of America.



## BROADWAY GROSSES

### "Lady," "Emily" Lead Way

NEW YORK—Warners' "My Fair Lady," which continued with capacity business at the Criterion, and MGM's "The Americanization Of Emily," which opened big at Loew's State, led the Broadway first-run parade, with the rest of the houses reporting average or better business. The break-down was as follows:

"MARY POPPINS" (Buena Vista). Radio City Music Hall, with usual stage show, did \$90,500 from Thursday through Sunday, with the sixth week sure to do \$145,000.

"THE OUTRAGE" (MGM). De Mille reported \$14,000 for the fourth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (United Artists-Cinerama). Warner Cinerama announced \$12,331 for the 50th week.

"THE AMERICANIZATION OF EMILY" (MGM). Loew's State tallied a fine \$36,000 for the opening week.

"CIRCUS WORLD" (Paramount-Cinerama). Loew's Cinerama reported \$4,000 for the 19th and final week.

"LILITH" (Columbia). Victoria stated the fifth week was \$13,000.

"TOPKAPI" (United Artists). Astor had \$22,000 for the seventh week.

"MY FAIR LADY" (Warners). Criterion claimed \$64,000, or capacity, for 11 performances on the second week.

"THE VISIT" (20th-Fox). Rivoli did \$11,500 on the second session.

"RIO CONCHOS" (20th-Fox)—"Moro Witch Doctor" (20th-Fox). RKO Palace in the first week of this combination tallied \$16,300.

### Va. Exhib. Meet Set

RICHMOND, VA.—The board of directors of the Virginia Motion Picture Theatre Association voted to hold the annual convention of the association at the Ingleside, Staunton, Va., July 20, 21, and 22, 1965.



Attending the recent world premiere of Warners' "My Fair Lady" at the Criterion, New York, for the benefit of the Will Rogers Memorial Hospital Fund were, left to right, stars Rex Harrison and Audrey Hepburn, producer Jack L. Warner, composer Frederick Loewe, production designer Cecil Beaton, writer Alan Jay Lerner, star Stanley Holloway, and director George Cukor.



# Czechs, Israel Win At Festival

"Jester's Tale," "Sallah"  
Win Two Awards Each  
In Climax To Eighth  
San Francisco Film Fete

By MARK GIBBONS  
San Francisco Bureau

SAN FRANCISCO—Mexico's contribution of the best supporting actor saved the North American continent from being completely whitewashed in the eighth annual San Francisco International Film Festival when the highly coveted Golden Gate Awards were handed out last week. As it turned out, the remaining top honors were split up among Israel, Czechoslovakia, Denmark, Poland, and Russia.

There had been partisan hopes for a trophy or two for the U.S.-Canadian "The Luck of Ginger Coffey" dual entry, and more than a few wishful thinking forecasters believed Keir Dullea, the young American star of Italy's "The Naked Hours," would repeat as best actor as he did back in 1962 as the disturbed young man in "David and Lisa." But it was not to be in the decision of America's Karl Malden, Russia's Mark Donskoy, and England's Wilfrid Hyde-White, who comprised the panel of jurors.

A pair of Golden Gate Awards each went to Israel and Czechoslovakia to share honors as the top winners. To the Czechs, it was old hat, having been previously in the elite coterie of major winners, but to the Israelis it was a smashing success for the lusty young country that has never before competed nor even had a full length movie exhibited in the United States. Also, it was a personal triumph for a youthful actor and an equally young director-scenarist.

Haym Topol breezed past Germany's always suavely polished veteran Curt Jurgens to win the best actor award in his portrayal of a bewildered Oriental moving with his wife and seven children to live in the young republic founded in 1948. "Sallah" was written and directed by Ephraim Kishon, for which he received the award for best screenplay. Throughout the two-week festival screened at the Coronet, the two young Israelis were popular visitors and were in constant demand at cocktail parties, receptions, and other social gatherings. Topol was accompanied to the festival by his wife.

Czechoslovakia's "A Jester's Tale," an historical anti-war romance set during the period of the Thirty Years War, was named best film in the festival. It was directed by Karel Zeman, who collaborated with Pavel Juracek on the screenplay. For his imaginative combination of live action with animation and drawings to create a bustling extravaganza of action-humor, Zeman won the best director Golden Gate Award.

Although she faced strong competition for the best actress award, the title went to Denmark's Maud Berthelsen for her work as the sex supercharged beatnik in "Epilogue." Her closest rivals appeared to be Italy's top-flight actress Rossana Podesta, who co-starred with Dullea in "Naked Hours," and Mexico's Sonia Furio in "The Well" with a remarkable delineation of a gentle young bride gradually emerging into a jealousy-wracked,



Seen inspecting a Variety Clubs Sunshine Coach at the recent National Allied convention at the Sheraton-Cadillac Hotel, Detroit, were, left to right, crouching, Jack Zide and Ted Levy; and standing, William Turnbull, Jack Armstrong, Irving Schlenker, Nathan Gold, Ralph Pries, James Nicholson, Sidney Cohen, Susan Hart, and Jack Silverthorn.

## Allied-TOA Unification Desired, But Very Complex

DETROIT—While nothing but optimism was expressed during the recent National Allied convention here, all officials concerned with discussions on unification with TOA were extremely careful in selecting their words. So much so that even some correspondents became confused. They mistook the guarded utterances to indicate hidden reservations on the part of some individuals.

Actually, this was not so. Nor is the time it has taken and will take caused by reluctance to proceed. (Some think it may well take another year.)

What has not been brought to light is the mechanics of the situation.

The organizations contain many units set up in different fashions. There are matters of incorporation, tax matters, endless details

insane murderess. But it was Miss Berthelsen's far fatter role which obviously rewarded her for her award-winning efforts. The young Danish actress also was present here throughout the Festival.

Mexico's face saving contribution for the Western Hemisphere was Dagoberto Rodriguez as the light-hearted wrenching pal of "The Well's" ill-starred husband of Miss Furio's mad bride. Rodriguez handily won the best supporting actor award, and his accomplishment here was added to the feat of his countryman, Ignacio Lopez Tarso, who is the only performer of either sex to have twice won best acting laurels for Mexico in the eight years of the festival.

Best supporting actress was the USSR's Nadezhda Fedosova for her solid role as a wartime mother in "At Your Doorstep." She was the only top prize winner not present to personally receive her trophy at the lavish awards ball and banquet in the Sheraton Palace, attended by a society-plated gathering

which will require much time to untangle even as a new organization is being created.

Because of the intricate nature of the structures, there could be no such thing as a simple merger. Unification would call for dissolution and a completely fresh start on a standardized basis.

Should any hitch develop, it would be a technical one, not the wishes of leaders and members of the two organizations who have expressed emphatically that they believe the unification to be completely desirable. It seems a remote possibility that a single organization will not emerge. However, should this happen, Allied and TOA will undoubtedly draw even closer together in objectives and working patterns than today, when there is no friction between them.

of more than 500. Director of the picture, Vassily Ordynsky, accepted it in her behalf.

For only the third time in the history of the Festival, the special Darius Milhaud award for the best musical scoring was given, and was won by Gunther Schuller for his background music in the Polish entry, "Yesterday In Fact."

Poland also won the award for best documentary short with "Arabian Horses," and Canada emerged first in the animated category with "A Christmas Cracker." The U. S. took the remaining three short subject awards with "The Squeeze" in fiction and produced by Hilary Harris Films, N. Y.; "Help! My Snowman's Burning Down!" in creative-experimental by Carson Davidson Productions, New York.; and "A Texas Romance—1909" in the art division by Robert Benton and Elinor Jones, New York.

Among the guests from all over the world  
(Continued on page 13)



## N. Y. Opposition Mustered Against DST Extension

ALBANY, N. Y.—Bills to extend New York State Daylight Saving Time from the present six-month span to a nine-month stretch will meet with more determined opposition by school boards at the 1965 session of the Legislature. This became assured when a resolution by the East Greenbush School Board was recommended as one of 17 for adoption by the State School Board Association's at their annual meeting in Syracuse.

The most drastic DST proposal was that introduced by Senator Edward J. Speno, Nassau Republican and chairman of Joint Legislative Committee on Motor Vehicles and Traffic Safety, and Assemblyman Julius Volker, Buffalo Republican, in 1963. It called for year-around Daylight Saving Time, as a means of reducing traffic accidents during the late-afternoon, homebound rush, when, Senator Speno said, studies showed mishaps reached a high level.

The measure was offered with the understanding that adjacent states—notably Connecticut, Massachusetts and New Jersey—would adopt similar legislation. Favorable action by the solons of Connecticut and Massachusetts loomed, but did not materialize.

Meanwhile, school boards, parent organizations, farm groups and N. Y. State Broadcasters Association registered strong opposition. Assertion was made by the former that children would be exposed to greater hazards, because the bill would mean they would start schoolward in darkness during winter months.

The act was not reported from committee, in the face of strong opposition to it. This year, Senator Speno and Assemblyman Volker introduced a revised DST bill. It proposed to extend "fast time" from Feb. 22 to the last Sunday in November—rather than the present last Sunday in April to the final Sabbath in October. The measure's effectiveness date was fixed as Feb. 22, 1965.

Senator Hunter Meighan, Westchester County Republican, and Assemblyman Haywood Plumadore, Saranac Lake Republican, presented a second DST plan. This provided time be extended from Feb. 22 to last Sunday in November; bill to take effect "immediately."

Neither measure emerged from committee.

The School Board of East Greenbush (near Albany) requested State School Boards Association to go on record in opposition to "tampering" with DST—before a bill or bills were introduced at approaching legislative session.

In New England, drive-in operators have been vigorously opposed to any extension of Daylight Saving Time, believing it would hurt them at the boxoffice.

## WB Names Managers

NEW YORK—William H. Lange has been appointed Chicago branch manager for Warner Bros., it was announced by Morey (Razz) Goldstein, Warner Bros. vice-president and general sales manager.

Lange joined Warner Bros. in Milwaukee in 1953, became Chicago sales manager in 1960, and has been Pittsburgh branch manager since 1961. As Chicago branch manager, he fills a post left vacant by the recent death of R. H. Dunbar.

Replacing Lange in Pittsburgh is Virgil Jones, who joined Warner Bros. as a booker in 1948. Jones worked in the company's Cleveland, Boston, Albany, and Minneapolis branches, and was city salesman in Pittsburgh prior to his new appointment.

# Three MPAA Execs Present Industry Case Against Classification In N. Y.



Gyula Trebitsch, right, managing director of Studio Hamburg, Hamburg, Germany, recently lunched in the Universal studio commissary with Edward Muhl, center, vice-president in charge of production; and James Pratt, executive production manager.

## Times Film Coproducing To Expand Library

NEW YORK—For the first time since its establishment in 1946, Times Film Corporation will co-produce European motion pictures for international distribution to theatre and television markets, said Jean Goldwurm, founder and president of the company.

Both co-production and worldwide distribution are new facets of the Times Film enterprise, which has limited its activities to American distribution of foreign films.

Goldwurm, who recently returned from an extended tour of Europe, where he conferred with many leading film makers, disclosed that he already has made co-production arrangements on two Brazilian pictures which his company will release early next year. These are "Pretty But Wicked" and "Forbidden Love Affair."

"We contemplate co-producing a series of European pictures that will have wide audience appeal," he said, "and the new properties we are considering will, we are confident, find a ready market in the theatres throughout the world. Ultimately, they will be released for television here and abroad."

"The competition for the distribution rights to superior European product has grown much keener in recent years, and our participation in the production of pictures will insure a steadier flow of features from Times Film."

Goldwurm added that he presently is reading scripts for projected French product.

## Levinson Leaves Trans-Texas

DALLAS—The resignation of Norm Levinson as general manager and advertising-publicity director of Trans-Texas Theatres, Inc., was announced by Earl Podolnick, president of the theatre chain. No replacement has been named for Levinson who has been with the company for six years and was previously with Metro-Goldwyn-Mayer and Loew's Theatres. Dick Empey of Trans-Texas will serve as head of the advertising department.

After a brief visit with his family in New Haven, Levinson plans to return to Dallas and enjoy his leisure before making concrete future plans.

ALBANY—Surprise strategy, carefully and quietly planned, brought three top Motion Picture Association of America officials to Albany for a 90-minute outline to the Regents of the organization's position on film classification affecting school children.

It marked the first time in the Association's fight against state classification "as a form of censorship," that authorized spokesmen had a "confrontation" with the Board of Regents.

Ralph Hetzel, acting president of MPAA and of the Motion Picture Export Association of America, is believed to have devised the new public relations approach. A graduate of Pennsylvania State University and a post graduate student in economics at London University, Hetzel has served for the past 10 years as a member of the board of trustees at his alma mater. He is also chairman of the Board's Committee on Instruction, and is a member of the Child Study Association of America. This background—plus World War II service as a U. S. Army officer and as assistant to the Secretary of Commerce—was detailed to the 13 Regents.

Accompanying Hetzel were Mrs. Margaret G. Twyman, director of MPAA community relations, and Miss Barbara Scott, member of MPAA's legal staff.

Hetzel and his associates not only covered the field under consideration but also the broad question of film licensing. They left a memorandum as well.

Dr. Allen revealed at a press conference after the meeting that MPAA made "a clear presentation."

Chancellor of Regents Edgar W. Couper interjected, "We will talk this matter through at our November session. No announcement of the Board's stand on film classification will be made until there has been a study of the Motion Picture Association's memorandum."

What effect the MPAA's firm opposition to classification would have on a specific bill to be sponsored by the Regents remained in doubt. It was generally thought the Board would include in the measure tighter requirements for the admission and seating of unaccompanied youngsters.

## Woolner Bros. Expands

LOS ANGELES—Woolner Bros. Pictures, which has established a permanent production unit at Producers Studio under the direction of Hugo Grimaldi and Arthur C. Pierce, in addition to their main Hollywood offices, has set up an added unit at Columbia Studios under three time Academy Award winner Lou Moss.

Both units are currently working at full capacity developing new properties for Woolner company's proposed schedule of 12 pictures per year. Concentration at the moment will be on horror/science fiction pics for which Woolner organization is primarily known, although they will eventually branch out into adventure type product.

## Burk Resigns From UA

NEW YORK—Arnold D. Burk has resigned as executive assistant to Arthur B. Krim, United Artists president it was announced. His future plans will be disclosed shortly.

Burk joined UA in 1955 as a member of the company's New York legal department.



# Md. Brief To Supreme Court Raps Motives Behind Censor Law Test

WASHINGTON—In his brief to the Supreme Court, Thomas B. Finan, Maryland Attorney General, termed the Ronald Freedman "maneuver" to test Maryland censorship via non-licensed exhibition of a "bland" film, "Revenge At Daybreak," a "Trojan horse deception already thoroughly appreciated by the industry."

Finan termed Freedman as "just a set piece for his distributor, Times Film Corporation, the very same organization that, with the very same chief counsel, presented the last motion picture censorship case considered by the Court."

The brief held that "the aim is to exhibit a 'bland' film without submitting it to the censor board, and if the Supreme Court permits, he will have gained the right to exhibit an obscene film without submitting it to the board."

Finan demanded, "Can a movie house operator, who, in brazen and deliberate defiance of statutory law, publicly exhibits a film without first having submitted it—and secured a seal of approval—alchemize the innocuous nature and content of that film into a freedom-of-speech defense to his criminal prosecution? This is the Armageddon of motion picture censorship . . . a maneuver . . . to radiate a bright innocence of subject matter with the aid of which he now seeks to surprise and overwhelm all those who have tried with earnest high purpose, by varying means of film preview, to prevent the unscrupulous commercial exploiters of obscenity from gaining uncontrollable license to produce and exhibit what they will."

Finan denied the Freedman contention that the Times Film case involves different facts, and said the Times Film decision controls the case and this is a second time around, almost a reprise, of the case in which the Chicago statute was upheld.

If the court is to consider the constitutional soundness of film censorship, Finan argued, then it must consider the changing character of films, whose production is sustained by increasing reliance upon and preoccupation with sex and violence.

Maryland has relied on censorship for almost 50 years to protect its citizens from "this most perniciously memorable form of published obscenity," and there is no record of any arbitrary, capricious, or unreasonable action, the Supreme Court was told.

The argument that only a court can recognize obscenity is ridiculous and impugns the whole administration process, and the right of free speech of an exhibitor can't outweigh the community interest in the obscene exhibition, Finan argued.

Further, Freedman has no legal standing in the present case, according to Finan, because the way to test a censorship statute is to have it applied to a specific film and thereafter to appeal from unsatisfactory application. Freedman was said to have bypassed this necessary step by failing to submit his film.

Finan also argued that the Maryland statutes are themselves entirely constitutional. He denied even the allegation of delay in free speech through the need for prior submission and approval of films, saying the films are cleared within 24 hours though they are ordinarily submitted well in advance of exhibition.

The challenge of state censorship received

## Nudity Okay In N.Y. If Seen In "Context"

ALBANY—The Board of Regents voted to direct issuance of a license for "Contempt," Embassy Pictures release starring Brigitte Bardot, to certain of whose scenes the Motion Picture Division, State Education Department, objected.

At the same time, the Board upheld a report by Review Committee that "Promises, Promises" (Revised), distributed by Harlequin International Pictures, Inc., and featuring Jayne Mansfield, could not be licensed until excisions were made.

Why was one film "cleared" of the nudity-obscenity charge, and the other, in effect, held guilty? Because, said informed Education Department spokesmen, the matter of "context" was all-important.

the backing of the American Civil Liberties Union. In a friend of the court brief, the Union and its Maryland branch supported exhibitor Freedman, who claims that the Maryland law, which requires films to be approved by censors before public showing is unconstitutional because it involves prior restraint and violates the guarantees of freedom of expression under the First and 14th Amendments.

Striking hard at state pre-censorship, the ACLU and its Maryland affiliate say in their brief that "it has been this nation's birthright . . . with regard to all media of expression, that no office should have any chance to examine material in advance nor to restrain any from circulation. Few other features of our press have so sharply marked it off from . . . totalitarian and less democratic nations. There is no reason why our motion picture exhibitors can validly be hobbled in this respect where our newspaper and magazine distributors, our photograph record outlets, our radio and television broadcasters cannot."

Among the many dangers inherent in most censorship based on prior restraint, the civil liberties organization points to "the sweeping scope of the censor's scythe," the frequent lack of opportunity for a defense of the material involved, the relative secrecy of the censorship proceedings, and the common delay in any court review of the censor's decisions. The brief also scores "the typical incapacity of the officials involved to apply necessary aesthetic or other relevant criteria to make the sensitive constitutional judgments required in most such cases." All of these dangers are greatly aggravated by the vagueness of the standards by which films are judged and censored.

The ACLU brief noted that if the Supreme Court is to allow any system of censorship over communication, these dangers must be avoided by two safeguards previously suggested by the high court. The first is that the courts must be available for an immediate judicial review of the actions of the censors. The second is that there must be adequate notice and full opportunity for a hearing, including a defense, before any restraint is imposed.

On the basis of these two requirements, the ACLU brief says, the Maryland system for licensing films is "notably deficient." Under

## N. C. Ministers Ask Probe Of "Obscene" Books, Films

CHARLOTTE—A committee of the Charlotte-Mecklenburg Christian Ministers Association, in requesting Mayor Stan R. Brookshire to appoint a committee to look into the sale of obscene literature here, suggested that motion picture films and other moral issues also might be considered by the group.

Mayor Brookshire tentatively agreed to set up such a committee, but said he first would have to know more about the "objectives and activities" being proposed by the ministers for such a body.

In instructing City Attorney John T. Morrisey to help the ministers work out plans for the proposed committee, he said, "I'm in complete sympathy with your effort to rid the city of any materials that would contribute to delinquency and crime, but we have to stay within the law. We're not going to do what they did in Gastonia."

He was referring to the recent action of a committee of censors set up in nearby Gastonia which tried to blacklist national publications it considered obscene. The committee in Gastonia met with stiff resistance from the newsstand dealers who said they would go to court it necessary to fight the attempted ban, which is believed without legal standing.

The Rev. Robert W. Stamey, one of the ministers meeting with Mayor Brookshire here, said, "Our only request is that Mayor Brookshire appoint a fact-finding committee with some lawyers on it to make a study of possible legislation."

The ministers' committee, representing some 150 Protestant clergymen of the Christian Ministers Association, said they had received support of Catholic and Jewish laymen in their campaign.

## D-I Exhib Cleared

LAURINBURG, N. C.—A Laurinburg drive-in operator tried for showing "obscene and immoral" films was acquitted by Judge Thomas G. Neal in Scotland County Recorder's Court.

The charges were brought against Charles Tucker in a warrant signed by the Rev. John Urie, Presbyterian minister who serves as a guidance counselor at nearby St. Andrews Presbyterian College.

Tucker, who operates the Flamingo Drive-In, said he resorted to exhibiting "nudie" films because he was losing money.

the Maryland law, the censor board can ban a film submitted to it with no hearing whatever. The censor board can also, as in Freedman's case, have an exhibitor arrested simply because he has not submitted a film for approval prior to public showing. The Maryland law allows the censors to take either of these actions with no recourse to the courts until after suppression.

In urging reversal of Freedman's conviction, the ACLU maintains that the Maryland law can be "preserved intact only at the cost of undermining an indispensable pillar of free expression in this country. The system ought not be preserved intact, for Maryland's interest in protecting its people from films it considers 'immoral' or 'improper' weighs as nothing against that people's interest in gaining free access to the motion pictures of their choice."

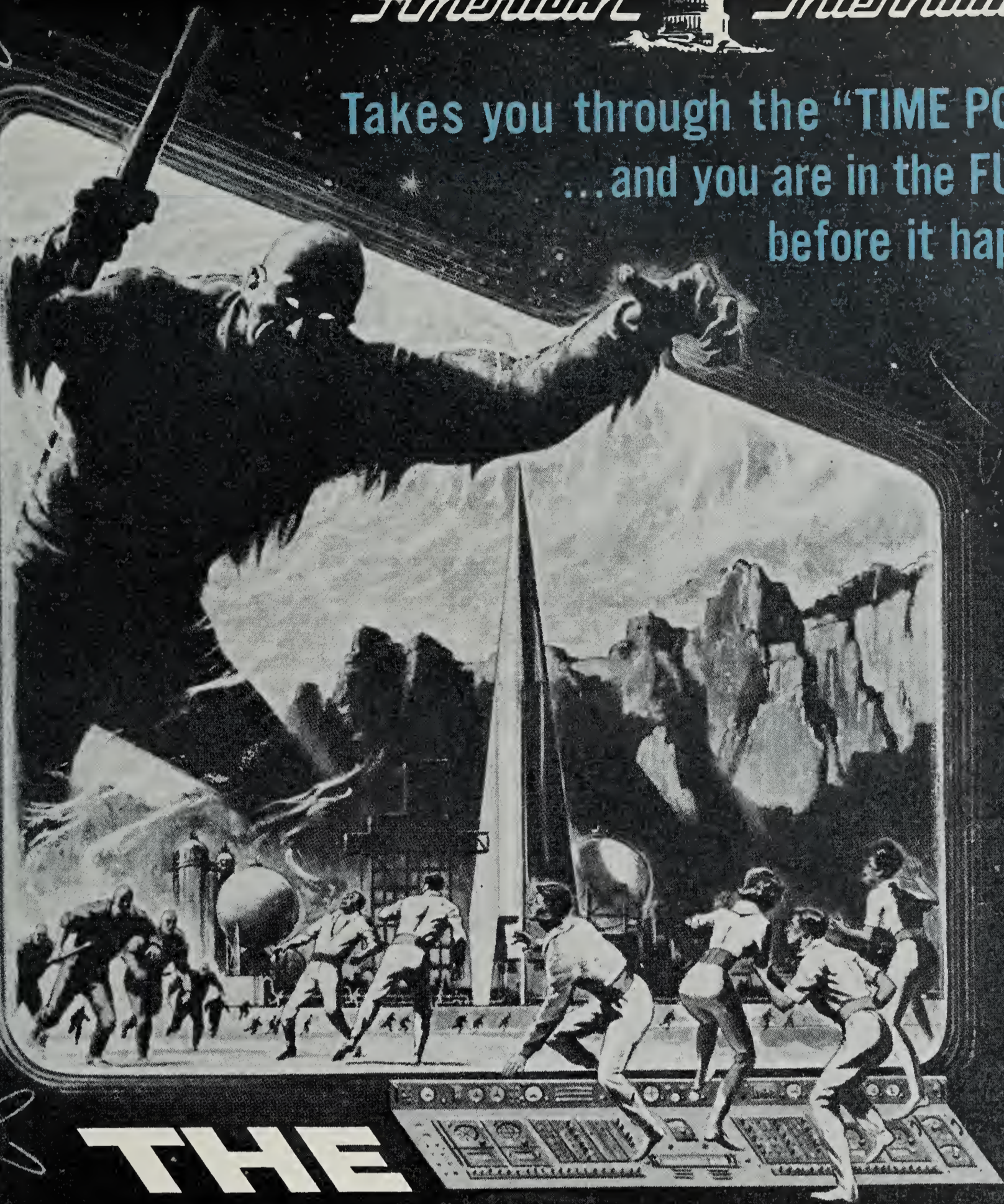
Besides Maryland, official state censorship boards operate in Kansas, New York, and Virginia, although recent Supreme Court decisions have severely limited their actions.



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# AB-PT Nine Months Earnings Rise Aided By Better Theatre Business

NEW YORK—Nine months and third quarter net earnings from operations for American Broadcasting-Paramount Theatres, Inc., were at record levels, Leonard H. Goldenson, president, reported.

For the first nine months, these earnings from operations of \$8,022,000 increased 26 per cent over the \$6,383,000 for the like period of 1963. On a per share basis, this represented \$1.75 a share compared with \$1.40 a share last year.

Third quarter earnings from operations of \$2,589,000 increased 20 per cent over the \$2,164,000 for the like period of 1963. On a per share basis, this represented 56 cents a share compared with 47 cents a share last year.

Aided by excellent theatre business and by some benefit from the lower 1964 federal income tax rates, third quarter earnings increased despite the heavy costs resulting from the broadcasting coverage of the national political conventions in July and August.

Commenting on the new 1964-65 program schedule for the ABC Television Network which premiered in September, Goldenson noted that all measurements to date indicated larger audiences viewing these programs than was the case last year. He added that the company was greatly encouraged by the greater public acceptance of its programs and its continuance should place the network in a much stronger competitive position in the coming year.

Recently announced was that the company will occupy a new 40 story headquarters administrative building presently under construction in the midtown area of New York City. The move will permit the company to consolidate the corporate and administrative functions of its divisions in the new building and to centralize the operations of its broadcasting division on its present properties.

## Tunick Tops Picker Drive

NEW YORK—The winners for the third quarter of United Artists' Arnold M. Picker Sales Drive have been announced by UA vice-president James R. Velde.

Velde disclosed that Gene Tunick, the company's eastern and Canadian division manager, was winner in the division category for the third segment of the 53-week billing, collections, and playdates drives.

Winners in group one are Atlanta (W. C. Hames), first prize; Boston (Burton Topal), second prize; and Philadelphia (Bob Friedman), third prize. In group two, Cincinnati (Jack Finberg), took first prize, while New Orleans (Eugene Goodman) captured second prize and Toronto (Sam Kunitzky) scored with third prize. Group three winners are Vancouver (Harry Woolfe), first prize; Winnipeg (Joe Brown), second prize; and Calgary (Robert Radis), third prize.

## Gilbreth Joins Embassy

NEW YORK—Embassy Pictures has appointed Jack Gilbreth as sales representative in its midwestern district, headquartered in Chicago, it was announced by D. J. Edele, general sales manager.

Prior to joining Embassy, Gilbreth held various sales posts with Allied Artists and Metro-Goldwyn-Mayer.

## UA's "Greatest Story" In Single-Lens Cinerama

HOLLYWOOD — Producer-director George Stevens, William Forman, president, Cinerama Inc.; and Robert F. Blumofe, vice-president of United Artists, jointly announced that the George Stevens' production of "The Greatest Story Ever Told" will have its World Premiere at the new Warner Cinerama Theatre in New York during the week of February 15, 1965.

The film will have its west coast premiere during the same week in Los Angeles at the Pacific Cinerama Theatre and shortly thereafter in London.

"The Greatest Story Ever Told" will be released through United Artists in a new, improved single-lens Cinerama process, which has been described as a brilliant technological break-through in motion picture exhibition.

## Metromedia, Inc., Acquires Wolper Production Firm

NEW YORK—David L. Wolper, president, Wolper Productions, Inc., and John W. Kluge, chairman of the board and president, Metromedia, Inc., jointly announced that Metromedia had signed a contract to acquire Wolper Productions.

Metromedia's acquisition is in exchange for 69,551 shares of Metromedia, Inc., common stock and a cash consideration of approximately \$1,000,000 for a total purchase price of \$3.6 million.

All of Wolper Productions, including five subsidiary companies, are included in the deal. The entire Wolper staff will remain intact, with Wolper remaining as president of the company that bears his name and becoming vice-president of Metromedia.

Wolper recently finalized arrangements with United Artists for the production of a number of large budget films with the documentary, "Four Days In November," being in current release.

Metromedia operates a number of tv and radio stations as well as a tv sales, radio sales, and several advertising firms.

Wolper subsidiaries include Wolper Television Sales, Newsreel, Inc., and three Wolper music companies.

## AJC Honors Grant

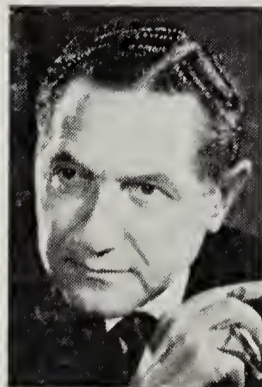
NEW YORK—Arnold M. Grant, noted New York attorney long associated with the film and entertainment worlds, has been awarded the American Jewish Committee's 1964 Human Relations Award, it was announced here by Committee president Morris B. Abram.

The Human Relations Award honors each year the person who "by sustained and active leadership in behalf of improved human relations has significantly advanced man's understanding of his fellow man."

Presentation of the award will take place at a dinner to be held on Nov. 24 at the Americana Hotel. Leon C. Greenebaum, chairman of the board, Hertz Corp., is dinner chairman.

## Nizer Named Chairman Of B'nai B'rith Tribute

NEW YORK—Label A. Katz, international president of B'nai B'rith, announces that Louis



NIZER

Nizer has been appointed general chairman and dinner chairman of the B'nai B'rith Youth Services Tribute to Simon H. Fabian.

Nizer, who has practiced law for 40 years with strong emphasis on theatrical personalities and motion picture companies, has earned the highest regard from the industry for his complete

dedication to its social welfare in addition to his legal talents.

Nizer has made extraordinary contributions to the international scene and has been called upon by several administrations, including the current one, for his counsel and experience in ational and international affairs.

He has also contributed extraordinary insight into the relationship between highly talented individuals and their right to privacy as citizens. In addition, he has been a stalwart champion of all artists, both performing, writing, and designing.

Nizer has taken time off from his many activities to write legal tracts, books and thought-provoking articles on many facets of human relations and government relations.

By accepting the chairmanship of the annual dinner of the B'nai B'rith Youth Services, he is, said B'nai B'rith, contributing to the finest programs of youth services.

The Dinner honoring Fabian will be held on Thursday evening, Dec. 3rd, in the grand ballroom of the Waldorf-Astoria. This will be a \$100 per plate affair.

Reservations may be secured at the B'nai B'rith Foundation of the U. S., 315 Lexington Avenue, New York.

## Wm. Morris To Move

NEW YORK—William Morris Agency, Inc., will be moving to spacious new tower quarters in New York, commencing in early 1966, upon completion of the new office building at 1350 Avenue of the Americas. The new address puts William Morris Agency right in the new communications row brought about by the movement of CBS and ABC to the east side of Avenue of the Americas, joining NBC.

Nat Lefkowitz, senior executive officer of the international talent agency, announced the signing of the new long-term lease to meet the agency's expanding space requirements brought about by its ever-increasing activities in all areas of the entertainment business.

## Dorfman To Seven-Arts

NEW YORK—Robert Dorfman has been appointed national promotion director for Seven Arts, new distribution division of Seven Arts Productions. The announcement was made by Edward S. Feldman, vice-president in charge of advertising and publicity for Seven Arts.

Dorfman has resigned from the Walt Disney distribution subsidiary of Buena Vista to accept his new position.

Dorfman will organize and coordinate the national merchandising activities of the recently-formed sales organization.



## N. Y. Tent's Celebrity Ball Sells Out, Says O'Brien

NEW YORK—Because of an unprecedented demand for tickets, Robert H. O'Brien, chairman of the Celebrity Ball Committee, announced that no further reservations will be accepted for the Variety Club's children's heart fund function, which will take place in the Grand Ballroom of the Waldorf-Astoria on Friday evening, Nov. 6.

The Celebrity Ball is part of this year's program of Variety Club Tent 35 to raise \$250,000 to establish a children's heart clinic in the New York Medical College-Flower and Fifth Avenue Hospitals.

"With the reservations in hand, we are sold out," said O'Brien. "This is a wonderful response from the heart of show business. The success of the ball, which is the first project on the Variety Club program for the year, demonstrates that show business in New York is enthusiastically behind the development of our local tent as one of the foremost projects in the United States. With such cooperation we can look forward with confidence to the successful launching of the two other major projects in the year's program."

## Boston U. Dean Calls Cheating, Sex Most Obvious Modern Campus Issues

BOSTON—Dr. Robert H. Hamill, Dean of Boston University's Marsh Chapel, called for "restraint upon erotic material in films and press" and "reform of the economic order which exploits sex for its profit" in his sermon Sunday, Oct. 18.

The Dean termed "cheating and sex the two most obvious issues on the modern campus," and citing the "intense pressures of our society" under which students live, charged that "patterns of early dating have turned some young people sour. Clothing styles, the Madison Avenue exploitation of sex, the films and literature add up to intense erotic stimulation," he said.

"It is not the business of a university to conduct sexual experiments," he declared. "When students ask for relaxed parietal rules, some of them throw tantrums, kicking and screaming for what they want. But students

## FCC Urged To Freeze CATV Bids Until New Rules Are Formulated

### Huston Casts Huston As Noah In "The Bible"

ROME — Producer Dino De Laurentiis announced that John Huston will portray the role of Noah in his current film production, "The Bible," which Huston is also directing.

This marks the first time that Huston will be a leading actor as well as director for the same film. "The Bible," with a screenplay by Christopher Fry, is being filmed in Technicolor and the new wide screen process, Dimension-150. It will encompass the Book of Genesis from the Creation through the story of Abraham. Stars who have completed their roles in the film include Ava Gardner, Richard Harris, Michael Parks, George C. Scott, and Peter O'Toole.

WASHINGTON—Immediate freeze on new Community Antenna Television System applications was urged upon the Federal Communications Commission by the Television Accessory Manufacturers Institute (TAME). Although insisting that the FCC already has sufficient powers to regulate community systems, the TAME group asked FCC to advise all city and town authorities to withhold action on franchises until either the FCC lays down its own rules and regulations or obtains new legislation from Congress.

The action, filed with the FCC by Benedict P. Cottone, legal counsel for TAME, agreed in substance with a motion recently entered by the American Broadcasting Company, except that TAME does not agree with ABC's suggestion that the FCC urge local authorities to give preference to television broadcasters for CATV franchises. This would be an open invitation, TAME said, to broadcasters to go into CATV, and would be interpreted as a confession by the FCC that it was unable or unwilling to protect the present system of free off-the-air television.

Noting that CATV franchises are now being sought in many large cities already well serviced by television, TAME pointed out that hundreds of city councils are now being deluged with applications which they are not equipped to evaluate.

Among factors to be considered, TAME pointed out, are: ". . . the adverse effect of the proposed CATV upon local television program services; development of UHF stations; the likelihood of impeding UHF receiver conversion under the recent all-channel legislation, and of the frustration of the objectives of the Commission's nationwide allocation plan; the creation of monopolistic or duopolistic concentrations; and myriad other pertinent factors."

### Odell To 20th-Fox Int.

NEW YORK—Jack H. Odell has been named managing director of the 20th Century-Fox's new branch office in San Juan, Puerto Rico, effective Nov. 14, it was announced here by David Raphel, managing director of the international department. Odell has resigned his executive position with Commonwealth Theatres of Puerto Rico.

Odell, a distribution and theatre executive for more than 25 years, began in the industry at the age of 16 as a trainee with RKO Radio Pictures. Two years later, he became Warner Brothers' youngest theatre manager in that company's world-wide operations.

Odell subsequently operated Warners' office in Kunming, China.

### Raymer Join Brotman-Sherman

CHICAGO—Al Raymer, veteran of 30 years in the motion picture business, is joining the Brotman and Sherman Enterprises in the buying and booking department. Brotman and Sherman theatres include the Loop and Carnegie, Chicago, and the Oasis Drive-In and Hillside, in the suburbs.

Raymer was formerly general manager with the Schoenstadt Theatre Circuit for seven years and before that spent over 20 years with the Coston Theatres.



Jock McGregor, MOTION PICTURE EXHIBITOR London bureau; Mrs. Joy McGarry, Miami, Fla., correspondent of the publication; her husband, Dick McGarry; Eric Moracambe, Ernie Wise, and Hugh Stewart are seen on the set of "The Intelligence Men" at Pinewood Studios.



# Detroit Newspaper Strike May Last To Christmas

By ARTHUR HERZOG  
MPE Detroit Bureau

DETROIT—On July 13, the Detroit Bureau was told that the strike called that day by the Pressmen and Paper and Plate Handlers "might last until Christmas." In view of the fact the longest previous newspaper strike lasted 55 days, the prediction seemed fantastic.

With the strike in its 17th week, and only seven more weeks to go, the prediction no longer seems quite so fantastic. Particularly when last week the unions claimed that far from solving problems, new "road blocks" had been encountered.

In assessing the situation two things become clear: Everyone misses the papers. But between the out-of-town press, the myriad emergency media, radio, and television, people keep well informed.

As to business, Detroit obviously can get along without newspapers. Unemployment is down. Department stores are doing better here than other sections of the country, which are likewise doing well. The only areas in which they seem to be affected are on special sales, but the balance of business more than offsets this.

When Lynn A. Townsend, president of the Chrysler Corporation, addressed the recent National Allied convention here, he drew many parallels between the automotive industry and motion pictures. He didn't touch on one which in recent weeks has become painfully apparent: What with the General Motors strike and the currently disorderly release of films, wheels and reels both suffer from lack of product, not communication.

Auto dealers with stock on hand are doing a booming business. Those still waiting in the wake of the General Motors strike are just waiting.

To emphasize this, take "Mary Poppins," a new top fresh attraction playing the 1,400-seat Adams downtown. Not counting the Variety Club of Detroit premiere which grossed \$30,000, first week was over \$25,000 and second came in a few thousand less. Somehow, the public got wind of "Mary's" presence in town.

Using movie guides, radio, tv, shopping news handouts, and quite hefty assists in the emergency presses, Detroit moviegoers are well aware of what goes on, and from what they have to pick and choose. And pick and choose they do.

To point this up a bit more, from July 13 until about a month ago, without local papers, narry a complaint came from the direction of exhibition.

## FWC Shifts Managers

BEVERLY HILLS—William H. Thedford, Pacific Coast division manager for National General Corporation, announced a series of managerial promotions and changes for Fox West Coast Theatres in the Los Angeles area.

Al Bogatch, manager of the Fine Arts Theatre, Beverly Hills, moves into NGC's flagship house, Grauman's Chinese in Hollywood, succeeding Steve Smolak, who is convalescing.

Checking into the Fine Arts is Jim Peters, whose spot at the Lido, Los Angeles, is being filled by Tom Alderman, upped from assistant at the Iris, Hollywood.

Bob Smith is NGC's Los Angeles first-run district manager for the houses.



Mrs. Diana K. Halle and Mrs. Peral Michelini, co-chairmen, Greenwich Village Fresh Air Fund benefit; Fritz Weaver, co-star of Columbia's "Fail Safe;" Maurice Freedman, art director of Columbia Pictures, whose exhibition is currently at the Cinema Cillage; and Larry Hagman, co-star of "Fail Safe," assisted the Greenwich Village Community to dedicate the Cinema Village at a benefit for the Fund.

## AMPA Awards Presented At 2nd Annual Luncheon

NEW YORK—Over two hundred guests and members attended the second annual awards luncheon of the Associated Motion Picture Advertisers at the Americana Hotel presided over by Melvin L. Gold, AMPA president.

The Progress Award voted Joseph E. Levine was accepted by Embassy Pictures general sales Manager D. J. "Bud" Ederle in the absence of Levine. Exhibitor Jay Wooten on hand to receive the Showmanship Award for the United Theatre Owners of the Heart of America and its Show-A-Rama meeting also accepted the Exhibitor Service Award on behalf of Robert W. Selig, who was to get it for his inspired fight against pay-tv, his showmanship and his progressiveness in exhibition.

The Ad Campaign Award voted United Artists for its outstanding campaign on "Topkapi" was accepted by national advertising and publicity director Gabe Sumner on behalf of his staff. The Eric Johnston Award voted comedian Bob Hope was accepted by his eastern public relations representative Allan Kalmus.

The 40th anniversary of Columbia Pictures was recognized with a special award which was accepted by Robert Ferguson, vice-president.

## No Case Against COMPO

NEW YORK—The case against COMPO, named as a defendant in the suit brought against the major companies and others by the producers of "Salt of the Earth," has been dismissed with costs against the plaintiffs by Federal Judge Harold Tyler, Jr., after a long trial in the United States District Court of the New York Southern District.

Michael F. Mayer, counsel for COMPO, argued for dismissal of the charges against COMPO after all the testimony by the plaintiffs had been given. Counsel for the plaintiffs stated in open court that their clients consented to the dismissal.

The suit, which COMPO says has been pending for several years, was brought by the Independent Productions Corporation and IPC Distributors, Inc., against nearly all of the major film producing and distributing companies, as well as several other defendants.

The plaintiffs alleged that the defendants conspired to prevent distribution and exhibition of the plaintiff's picture, "Salt of the Earth." No testimony was adduced against COMPO.

Another special award went to Warner Bros. for its introduction of Electronovision via "Hamlet" and this was accepted by vice-president and general sales manager Morey "Razz" Goldstein, who said that this process opened up an entirely new avenue of revenue.

MGM president Robert H. O'Brien was designated for a special award for his outstanding accomplishment on behalf of his company and the industry, this one accepted by company vice-president and legal counsel Benjamin Melniker. Universal vice-president and general sales manager Henry "Hi" Martin was also voted a special award for his exceptional effort and accomplishment on behalf of Will Rogers Memorial Hospital and this was made by Sidney J. Cohen, president of Allied of New York, and accepted by eastern publicity manager Paul Kamey. Barney Balaban was designated to receive the Martin Quigley "Hall of Fame" Award as the Man of the Year.

Ralph Hetzel, acting president of the MPAA, was on hand to recall the activities of former friend and associate Eric Johnston and to accept a duplicate of the award in his memory for MPAA archives. Sam Horwitz was ticket chairman.

## MPI Liquidation Dividend

NEW YORK—Motion Picture Investors, Inc., the corporation formed by exhibitors to provide financing for more product on the market, has paid its stockholders a second liquidation dividend in the amount of \$1 a share. Stockholders agreed to liquidate the company in December, 1963, and the payments of dividends is in line with the liquidation procedure.

## Dr. Fletcher To Cabinet

NEW YORK—Dr. Eric Fletcher, a long-time member of the board of directors of Warner Bros. Pictures Ltd. and of Associated British Pictures Corp., has been appointed to the new British cabinet by Prime Minister Harold Wilson. He will serve as a Minister Without Portfolio.

## SW Declares Dividend

NEW YORK—The board of directors of Stanley Warner Corporation has declared a dividend of 30 cents per share on the common stock, payable Nov. 25 to stockholders of record Nov. 9.



# The NEW YORK Scene

By Mel Konecoff

ROBERT H. O'BRIEN, PRESIDENT OF MGM, HOSTED A PRESS LUNCHEON AT the 21 Club at which he reported on upcoming product and expressed optimism regarding the future of the company. He recently returned from a trip to Italy and England, having viewed footage from "The Bible" in the former country and the near completed trio of MGM features in England, "The Yellow Rolls Royce," "Young Cassidy," and "Operation Crossbow."

What he saw of "The Bible" was quite interesting but MGM won't take it on for distribution, mainly because his company has enough quality releases already set and also because the budget is a stiff one to add to the program. He did think it would do well when it comes before the public. The other three films he labeled as superior, and he revealed that they cost \$7,500,000 to make. They will be released next year ("Royce" at Easter; "Cassidy" in May; and "Crossbow" in the summer).

MGM has no plans for roadshowing any product with the possible exception of Dr. Zhivago," which will feature Omar Sharif in the title role, with David Lean directing when it gets under way in Spain in December.

His company will probably release 26-30 features in 1964-65 in the domestic area and about 32 abroad, which is about what MGM released in 1963-64. These numbers, he felt, could be released by the company with proper promotion and selling and still insure profitable returns, with a great variety of quality product available.

O'Brien expected that the company would take in about 49 million dollars in the 1963-64 fiscal year that ended in August, which should result in a profit of about \$14,500,000, as compared to returns in 1962-63 when \$34,600,000 came in and when \$17,400,000 was lost. The first quarter of 1964-65 will show lower returns because of the usual slow period that follows the summer, and he expected that business would pick up at the Christmas holidays approach and then continue to advance.

O'Brien still expressed an interest in getting together with other companies on setting up a joint studio operation on the coast, a project which had been in the works with Fox and Columbia.

**THE LEN GRUENBERG STORY OR THIS IS YOUR STRIFE: REMEMBER A FEW weeks ago a story coming out of Boston, which reported exhibitor Ben Sack throwing open his theatre doors to let the public in for nothing to see the Spanish film "Los Tarantos" to generate word of mouth? Well, distributor Len Gruenberg thinks it's time that his side of the story be told.**

Back in August, he, on behalf of his Sigma III Corp., made a deal with Sack to play the film at the latter's Gary Theatre. On Sept. 11, Sack wanted to switch to the Beacon Hill for the same \$12,500 guarantee for a four-week run, with an agreed advertising budget of \$6,000 to be spent pre-opening and for the opening. Gruenberg offered to send up promotion experts to help out, but Sack refused the assistance.

On Sept. 21, Gruenberg received a wire announcing a switchback to the Gary and an opening two days later. The day after opening, Gruenberg was called by Sack, who asked how much of his guarantee he could get back. Gruenberg cautiously noted that haste was waste and Sack threatened, according to Gruenberg, to ruin him if no refund was provided! Gruenberg tried to find out what kind of campaign was used, but Sack was reluctant to discuss same. Gruenberg asked him to wait and see how the film did over the weekend.

On Monday, he received another call, again asking for a refund. Tuesday, Sack visited Gruenberg and brought along his tearsheets, which Gruenberg turned over to his advertising agency for analysis. The agency estimated that no more than \$2,400 was spent on plugging the picture, and that \$6,000 was definitely not expended. At this point, Sack opened his doors to the public for free to stimulate word of mouth.

Gruenberg said that this resulted in a backlash of sorts, with other exhibitors rallying to his side with dates being obtained with practically no selling involved. He claims to have about 60 dates scheduled over the next few months, and he admitted the picture has proved a better business getter in key spots than in the sub-runs.

Gruenberg opined that what Sack did was bad for the industry, and mayhaps other distributors will want ample protection when they play Sack's theatres. Would he play a Sack theatre again? He might if he were well protected.

**THE FRANK MR. FRANK: MELVIN FRANK, HALF OF THE MOVIE-MAKING team of Panama and Frank, was in town to discuss his latest production for Universal, "Strange Bedfellows," in Technicolor starring Rock Hudson and Gina Lollobrigida, which should commence playing in theatres next March. He was of the opinion that the U. S. government should subsidize film makers here to a certain extent as is done in most countries of the world in one form or another.**

Most vitally affected would be the independent producers, who should band together, contribute to a fund, and start pressing for accomplishment of the program.

Frank, who has been headquartering in Britain for the past four years, was of the opinion that the industries of the two countries were so close as to be almost interchangeable. That country has provided us with a wealth of talent and also large numbers of films which are finding wide acceptance in the U. S. British independents have been in trouble of late, he felt, since they have produced a large number of films which are awaiting playoff but are backlogged by an inadequate releasing procedure. As a result, they are finding financing hard to come by until their pictures do play theatres.

Frank will probably return here when his picture is ready for release to make interviews and the other hoopla that should accompany the three million dollar production. Next on his schedule will be the filming of the play, "A Funny Thing Happened on The Way To The Forum," next summer, probably for UA. Partner Norman Panama is working on "The Big Brass" as his next project, to be made in London next spring, also for UA.

## San Francisco—

(Continued from page 6)

attending the two-week festival was Ladislav Pospisil, director of Czechoslovakia's famed Karlovy Vary Festival.

No one nation has ever twice won the best film award, the other winners being Hungary, Brazil, and Poland. The USSR has won three of the past seven best director awards and India two. The others were the U. S. A.'s Larry Moyer and Italy's Roberto Rossellini. The latter set an all time record that is likely to long stand when "Rovere" made a clean sweep of all top awards: best film, director, actor, supporting actor, and screen play. The only reason Italy's production did not get best actress and best supporting actress Golden Gate Awards is because the judges decided none of the entries in the entire festival had distaff members whose portrayals were worthy of prizes and so eliminated these awards in 1959.

Overall big winners in the past seven years with major awards show Italy with nine; the U. S. with six, and Russia and Mexico each with five. Russia did not enter the Festival until the fourth year. America and Italy have entered every year and all of the U. S. entries came from low budget, independent producers. Since the documentary category was added in 1959, the U. S. has won twice, with Sweden and France one each.

In the light of the success of modestly financed independent American movie makers, your reporter has heard repeated speculations from veteran observers of Irving M. Levin's one-man international cinema showcase:

How many top awards would have gone in the past seven years to the United States if Hollywood and its well-heeled facilities had taken a competitive interest?

To which Bud Levin replies: "While it is discouraging to face indifference almost bordering on hostility on Hollywood's part, we feel we have been repaid for our efforts with the brave and successful results of the small American producers throughout the Festival's history. With or without Hollywood's participation, the show will go on."

**More  
light  
+  
slower burn=  
lower costs**

**NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**



# LONDON Observations

By Jock MacGregor

"THE GREATEST SHOWMAN IN THE MOTION PICTURE INDUSTRY" WAS THE descriptive that Chief Barker David Jones, no mean publicist himself, gave Joe Levine when he presented him with a Golden Heart, Tent 36's highest award, at the supper dance following the rumbustious premiere of "The Carpetbaggers." It was inscribed: "Presented to Joe Levine, a master showman, by the Variety Club of Great Britain in appreciation of his many acts of generosity to alleviate distress among children. October 1964." These sentiments were warmly applauded by the distinguished company and not for the only time on the trip, Levine was visibly moved.

Joe is a fabulous man. In fact, one really has to take a step back to take him in. He defies conventions with the utmost relish and must be the bane of the modern market researchers and computers. His stunts may be old hat, even plain vulgar to some, but they get results, and his coverage grows with each visit. This time it was staggering. After a three day onslaught, I was groggy, punch drunk. There is no other descriptive. On Monday, following the press show, there was a Savoy lunch. This was the turn of George Peppard, Martin Balsam, and Elizabeth Ashley—and what an impression she made with the scribes both as an actress and a personality.

I gave up Tuesday entirely to go with Russell Hadley, Peter Reed, Jack Upfold, and other Paramounters on the press trip to Southampton to meet Joe and his party and lunch aboard Queen Mary as soon as she docked. This was indeed putting back the clock and in its way a sentimental journey for this was how we greeted the great stars in pre-war days. This was the atmosphere that Joe was seeking to recreate to pre-sell Carroll Baker as Harlow, an artist about whom several reporters on the train freely admitting knowing nothing—one ventured she was the one killed in an air crash. By the end of the day, they knew plenty.

First aboard, we were all lost. The venue had been changed from the Verandah Lounge, but we were rescued by Rosalie Levine and led to the smoke room which is more in keeping with the period. She had played a big part in the promotion, and it was her inspired idea that a small ensemble should play the tunes of the '30s to add to the illusion when Carroll made her entrance and held court on a raised divan. What an entrance! What a performance! I have rarely seen such excitement among press and tv cameramen, some of whom had sailed with her; others had come specially from the continent to augment the British teams. Beyond standing on her head, she adopted every pose possible. I sat in the background with Joe and Rosalie, and he was all but speechless. Knowing he had been at sea five days, I asked what his radio phone bill would be like. Rosalie said that it wouldn't be too bad, but she hated to think what his cables would cost. Carroll made plenty of references to the fabulous "transparent" dress she would be wearing at the preme before retiring to appear later as herself on deck for another hectic photo and tv session.

Now on the dockside stood the Joe Levine Harlow Express, complete with steam engine of the '30s and every coach bearing a Harlow streamer to take us all to London. Again Joe was shaken and paid Jack Upfold some of the highest compliments I have ever heard a producer bestow on a publicist. He all but hugged him and invited us both to be his guests at the Hollywood premiere. As we had the traditional English tea, Russell Hadley passed along the train personally welcoming the Americans. At Waterloo Station, there was more excitement as more cameramen jostled with the home going crowds to snap Carroll. What a trouper she is. She knows all the tricks and is the perfect foil for Joe. Nothing is too much trouble for her. As we walked to her car, a porter cooed "She's gorgeous." "Thank you very much," she replied radiantly. "You're most generous." Next she was being shown the evening papers with pictures of her arrival at Southampton on the front page. The national press and tv coverage was terrific.

**WEDNESDAY'S PREME WAS ONE OF THOSE JOSTLING, HAPPY GO LUCKY,** exciting affairs, and with the preselling of the "dress," there was the maddest rush for photos to adorn the world's press. With skilfully placed studio lighting in the foyer, the most revealing results were obtained. Actually, the dress is among the best publicity gimmicks in years and worthy of Joe and Carroll, as I told her at the ensuing reception. Indeed, she was a bit thrown when I quipped that she was positively overdressed since she is covered up to the neck with material that does not show in photos. At husband Jack Garfein's suggestion, she dropped her boa style wrap to reveal once again the magnificence of the creation. She is a pressman's dream. If only all actresses were only half as cooperative.

The decor was stunning. The famous gates to the Paramount Studios graced the entrance to Claridges' Ballroom; a vast photographic blow-up of a studio scene adorned one wall; studio cameras, lighting, and gear added to the effect; and a cut-out of a scantily clad Carroll swung on every chandelier—I gather they were not strong enough to support live models. Blow-ups of Paramount's stars of the '30s filled the windows. If Joe was elated, George Weltner, Paramount's extremely popular president, was even more so. A special tribute was forthcoming from David Jones in his speech of thanks to Joe and the Paramounters for the preme and all that went with it. Joe gave Variety a personal check for \$5,000 and promised another for next year: "Jack Upfold's campaign was the envy of all—certainly of publicists. He has done a magnificent job and I want to congratulate him."

The cumulative publicity was so terrific that first thing next morning ABC's Jack Goodlatte cleared his booking plans for an unprecedented extended saturation booking to cash in on it. He will play "Carpetbaggers" at every ABC London release house for two weeks commencing Nov. 15, and has agreed to concurrencies with non-competing independents. In all, 110 theatres on both sides of the Thames will play day and date.

## Rountree Named To Head Tri-State TOA Group

MEMPHIS—Leon Rountree, Holly Springs, Miss., and a former president, was elected to head the Tri-State Theatre Owners Association at its 55th annual convention at Hotel Chisca Plaza. Outgoing president was Ed Doherty, Exhibitors Services, Memphis. Rountree is the immediate past secretary-treasurer. J. T. Hitt, Bentonville, Ark., became secretary-treasurer.

Charles Eudy, Houston, was elected vice-president from Mississippi; Robin Wightman, Little Rock, vice-president from Arkansas; and Norman Fair, Somerville, vice-president from Tennessee.

TOA representatives elected were: John Twiehouse, Clarksdale, from Mississippi; Hays Redmon, Millington, from Tennessee; and W. K. King, Searcy, from Arkansas.

Jimmy Fly, MGM, Memphis, was voted booker of the year; Tom Donahue, Paramount, salesman of the Year; Charles Arender, Howco, Memphis, branch manager of the year; and Hayes Redman, owner, Strand, Millington, Tenn., showman of the year.

A vote of thanks was given to Mrs. Juanita Hamblin, Malco Circuit, president of the local WOMPI, for the efficient job of decorating for the luncheon, bridge party, and the banquet presented by the Tri-State TOA. Mrs. Katherine Keifer served as chairman of the decorating committee, with Miss Lois Evans and Mrs. Bonnie Steward as members.

The convention contained a note of optimism and enthusiasm, and had nearly 200 delegates, which was considered an excellent attendance.

## Ster Handling Para. Pics

NEW YORK—An agreement for the distribution of Paramount Pictures releases in South Africa has been signed with Ster Films, Pty. Ltd., effective with Paramount's September, 1964 releases, it was announced jointly by James E. Perkins, president of Paramount International, and Andre Pieterse, managing director of Ster Films.

Paramount distribution in these areas was previously handled by African Consolidated Films.



At the dedication ceremonies for the new Universal City post office, a leather bound book carrying greetings to President Lyndon B. Johnson and signed by virtually all MCA and Universal City executives and employees was presented by Ernest Borgnine to Assistant Postmaster General Richard J. Murphy to personally deliver to the President.



## ALBANY

Columbia's local exchange is offering theatre operators the opportunity to be "both distributor and exhibitor" by "making their own deals" on 31 feature films from Dec. 2 through Dec. 24 as the windup to the company's six months' sales and billings drive. "No reasonable offer rejected" and a free cartoon with every booking is promised by "Santa Claus" manager Herb Schwartz and "Santa's Helpers"—salesman Howie Goldfarb and booker Doug Hermans, who invite all to "Make your own deal." Recently, every potential account in the exchange district, was said to have "set" a Columbia feature for the period between Oct. 24 and Nov. 8. . . . Stanley Warner Strand and Madison both held Italian stage and screen shows recently, the Strand having been rented by Italian Community Center for a Tuesday evening presentation. . . . Ernie Dodds, manager, Reginald Clark's Palace, Lake Placid, visited relatives in Atlanta, Ga. . . . Don Wilson, owner, Border Drive-In, Chateaugay, left for a Florida vacation.

## ATLANTA

Georgia Theatre Company announced plans for the construction of a 1,000 seat Brunswick in the Lanier Plaza shopping center in Brunswick, Ga. . . . Winners in the recent American International date drive were W. F. Roth, owner, Palace and Gallatin, Gallatin, Tenn., \$100; Dave Blue, Martin Theatres, second prize, \$75; Mrs. Robert Dookery, third prize, \$50; and W. J. Peters, Blakely, Ga., fourth, \$20. . . . New de luxe lounging chairs are being installed in Wilby-Kincey's Fox which will result in the loss of 500 seats; but the theatre will still have a capacity of 4,000. Wil-Kin Theatre Supply is the contractor for the work which will be completed by Christmas Day, the 35th anniversary of the opening of the house.

## BOSTON

Theatre Owners of New England held a merchandising seminar at Nick's Restaurant, with Fred Goldberg, vice-president, United Artists Corp., discussing "Away From Theatre Exploitation and Merchandising." Mel Gold, general sales manager, National Screen Service, showed NSS's newest showmanship innovation, "Cinemotion." Following lunch, TONE members went to Universal screening room on film row to view product reels of all film companies. Malcolm C. Green, TONE president, chaired the session. Carl Goldman, TONE executive secretary, arranged the seminar and screening.

## BUFFALO

Edward Miller, manager, Paramount, announces that the annual downtown fashion show, sponsored by the Buffalo Retail Merchants Association, will be held Nov. 5, 6, and 7 on the stage of the Paramount. This event will bring the Paramount an avalanche of publicity and art. The Buffalo Courier-Express is cooperating in the promotion of the shows. The feature attraction of all three performances will be the personal appearance of Hildegard. The shows are held in the morning, and the regular Paramount presentations follow. The shows attract capacity audiences each morning. . . . Universal Pictures' Bob Ungerfeld was in Rochester to huddle with Bill Laney, general manager,



Discussing plans for the world premiere of MGM's "Your Cheatin' Heart" at the Paramount, Montgomery, Ala., were, left to right, George Deavours, manager of the theatre; P. M. Russell, Jr., district manager, Wilby-Kincey Theatres; and Judson Moses, MGM field press representative.

Jo-Mor Enterprises, Inc.; Sam Mills, Schine advertising director; and Frank Bassett, city manager, Schine Theatres to map out a spirited campaign on "Send Me No Flowers," which opened at Jo-Mor's Stoneridge and Schine's Monroe. While in Kodak Town, Ungerfeld also met with Laney and Leonard Schwartz and Alan Teicher of General Cinema to map a four-theatre Rochester premiere of "The Lively Set." . . . To aid in the advance promotion for "The Young Lovers," the local MGM publicity department appointed Joseph A. Turri, senior at the State University at Buffalo, to make as many tie-ups at the U. of B. as he could. . . . Mrs. Morris Smoley Steinhorn (Sarah), mother of Mrs. Sidney J. Cohen, wife of the president of Allied Theatres of New York States, Inc., passed away. Five children survive. A son, Leonard, is an associate in the operation of the Sheridan Drive-In. . . . Dan Houlihan, manager, Buffalo exchange of Paramount Pictures, attended the recent sales meeting held by the company in Boston, one of three being held to spotlight over 50 forthcoming releases. . . . The final curtain has gone down at Loew's, Rochester, but the closing of the Clinton avenue house isn't finis for Loew's in Kodak Town. Construction will begin soon on the new Loew's, 1,200-seat theatre across from the Pittsford Plaza. The site of the old Loew's will be part of Xerox Corporation's downtown Rochester complex. . . . Myron Gross and Nate Dickman are co-chairmen of the testimonial dinner to be staged at the Variety Club on Monday, Nov. 16, in honor of Tony Kolinski, first assistant chief barker and former manager of the local Warner Bros. office, who is now with Slotnick Enterprises in Syracuse, and Jerry Spandau, retired member of the local Universal sales staff. . . . In connection with the 10th anniversary of American International Pictures, a drawing for prizes was held by the Buffalo and Albany exchange of Pan-World, with the following result: First prize, Rube Canter, Syracuse exhibitor; second, Ray Culkowski, Lincoln, Buffalo; and third, Tip Top Theatres of Buffalo. . . . James J. Hayes, managing director, Cinema, Buffalo, who was chairman of the arrangements committee for the recent Variety Clubs International convention in Buffalo, is enthusiastic over the installation of all new carpeting in the Cinema, which also is undergoing an all-over renovation. . . . There was a large crowd of barkers on hand to greet the candidates for 1965 directors of the Buffalo Variety Club at the general meeting of

Tent 7, when a number of political candidates of both parties also attended. . . . Chief barker Thomas W. Fenno announces that the annual election of 1965 Tent 7 directors will be held in the Variety clubrooms Monday, Nov. 9, from 12 noon until 10 p.m. . . . Albert J. Petrella, second assistant chief barker of Tent 7, Variety Club of Buffalo, and Councilman-at-Large of the city of Buffalo, announces that he plans to renew his fight to obtain a new major league sports stadium in downtown Buffalo. Petrella long had advocated the construction of a new municipal stadium to house professional football and baseball teams, as well as other sports. . . . Myron Gross, Co-Operative Theatres, ticket chairman for the Variety Club sponsorship of the premiere in the Granada on Dec. 23 of "My Fair Lady," says the applications for tickets are coming in fast for the big Yuletide entertainment event. Tickets are \$5 per person.

## CHICAGO

Alliance Theatre Circuit has closed all drive-in theatres for cold weather months in Fort Wayne, Ind., with the exception of the Lincolnale. . . . New members of the NAC, concession-trade organization, are M. Brecher, representing Sear's Roebuck and Co.; Martin T. Trier, Trier's Concession Supply Co. of Milwaukee; and Herb Elisburg, owner, Rockne. . . . Joseph T. Tykociner, professor at the University of Illinois, received the Award of Merit, honoring him for his many contributions to education sound movies and research in electrical and electronic engineering during his career of 50 years. The award was presented at the National Electronic Conference at McCormick Place. . . . Joe Turnbull, manager, Michael Todd, and his wife are the proud parents of a new baby girl, Jo Anne. . . . J. A. Pashall and R. E. Maxwell have formed U. S. Production Co. to produce dramas and films for domestic distribution. . . . E. W. Fleming has purchased the Karmel Korn Corporation from C. W. Detrick, founder of the company in 1930. Detrick will remain as head of sales in Chicago area, headquartering in Hinsdale, Ill. . . . Mrs. James Hoffman, mother of Ruth Hoffman, booker for Allied Theatres, passed away. . . . Richard Frank, exchange manager of Paramount, attended meeting for managers in Los Angeles. . . . Downstate editors were invited to attend a matinee preview of "My Fair Lady," on Oct. 22 at the Palace. . . .

Chicago Youth Centers will receive proceeds from the benefit premiere opening of "Mary Poppins," at the State-Lake. Management reports that the film is doing big business and will not be shown in this territory during its run at the State Lake. . . . Strong competition between outdoor theatres has brought about special carload admission prices. For example, both the Kohlberg 53 Drive-In and Starlite Outdoor are charging \$3 for a carload of patrons. . . . A huge sidewalk crowd was on hand to see celebrities in person at the premiere opening of "My Fair Lady" at the Palace. The galaxy of stars were Audrey Hepburn, Rex Harrison, Stanley Holloway, Cecil Beaton, George Cukor, and Col. Jack L. Warner. Arthur Godfrey introduced the stars. Columbia's recording, "On the Street Where You Live," was given out free to the first thousand teenagers. . . . "Best of Cinerama" opened at the McVickers Cinerama following the closing of "Circus World." . . . The Oriental was unable to show the closed circuit tv of the Lions-Bears football game at Wrigley Field, played on Oct. 18, due to some mechanical failure. Patrons were





Producer-director George Stevens, left, at a press conference in his Hollywood offices announced that "The Greatest Story Ever Told" would be released by United Artists in the new, improved single-lens Cinerama projection system, with the world premiere set for the week of Feb. 15 at New York's Warner Cinerama Theatre. Seen with Stevens are UA vice-president Robert F. Blumofe, center, and Cinerama president William Forman.

given back their \$5 admission price. Five other theatres showed the game without difficulty. It was reported here that some tv sets in his area were able to pick up the game on a relay from a South Bend, Ind., station, without costing the viewers a cent. . . . Herb Lyon, "Tower Ticker" columnist of Chicago's Tribune, reports: "Movie companies slated to rush Jean Harlow flickers have narrowed to two: Columbia and Joe Levine. Fox and MGM backed away." . . . Jewel Tea Co.'s service desks have a tie-in with the Chicago showing of "My Fair Lady," making advance ticket order blanks available to their customers. . . . Chicago Censor Board reviewed 79 films during September and reports two were rejected; two were given several cuts; five were labeled "adults only"; and 31 were foreign. . . . George Hitch, long-time manager, Balaban and Katz's Paramount, Kankakee, Ill., died. . . . Peoples theatre has been sold by the Schoenstadt Circuit to the National Tea Co. . . . Spiro J. Papas, past president of NAC and executive of Alliance Amusement Co., Chicago, was named chairman of NAC's 1964-65 public relations standing committee. . . . MOTION PICTURE EXHIBITOR'S Chicago correspondent won one of WOMPI's raffle drawings at the recent TOA convention, a bundle of theatre carpeting remnants. . . . Redstone Management, through its National Amusement, Inc., subsidiary, have acquired the following midwest drive-ins: Semri Drive-In, Silvis, Ill.; Oasis Drive-In, Davenport, Ia.; Memri Drive-In, Milan, Ill.; Blue Sky Drive-In, Pontiac, Mich.; and Parkway Drive-In, Louisville, Ky. . . . Ground has been broken for a new theatre to be built by Sanford Kohlberg in Nilas, Ill. The new house will be called the Crawford and will be in the Lawrence Woods Shopping Center with a seating capacity of 800 seats. . . . Stanley Warner Theatres are moving their headquarters to Avalon Theatre. H. W. Wheeler is division director. . . . Schoenstadt Theatres are selling their Hyde Park and Brighton to Kohlberg Circuit. . . . Allied Theatres staff is meeting in Detroit. Sam Meyers, Teatro del Lago, Wilmette, Ill., and Jack Clark, Allied, were among those in at-

tendance. . . . Fred A. Niles, president, Fred A. Niles Communications Centers, says that his organization will produce the "Miss Canada" Pageant to be held on Nov. 8 in Toronto, Ontario. According to Niles, the Pageant will be telecast throughout Canada over the CBS tv network.

## CINCINNATI

The Shubert, managed by William Blum, former Universal branch manager here, has been completely renovated to display its legit wares. It is now a beautiful playhouse and a decided asset for the city. . . . "Send Me No Flowers" is off to a good start at the Keith with an assist by the wit and charm of Tony Randall, who was here for radio and tv appearances and a luncheon with area movie critics. . . . Times Theatre, to advertise "A Shot in the Dark," is all dressed up with a fresh coat of white and black paint on its face and marquee. There was a parade from Fountain Square to the theatre with lots of hoop-la for opening night.

## COLUMBUS, O.

Manager Ed McGlone, RKO Palace, announced the showing of a re-run of the first Clay-Liston heavyweight championship fight to precede the closed-circuit telecast Nov. 16 of the second Clay-Liston battle. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, and Peter Wellman, operator, Wellman, Girard, Ohio, and Newport, Youngstown, spoke in opposition to an ordinance which would grant a CATV franchise in Girard. Girard city council defeated the ordinance unanimously. . . . Opening date of "My Fair Lady" at Hunt's Cinestage has been moved back to Christmas Day from Dec. 23.

## DALLAS

Branch managers from Kansas City, St. Louis, New Orleans, Memphis, Jacksonville,

Charlotte, and Dallas attended a southern sales division meeting held here for two days by Charles Boasberg, Paramount general sales manager; Tom W. Bridge, assistant general sales manager and former southern division manager with headquarters in Dallas; and Edmund C. DeBerry, southern regional sales manager. A special 90 minute production reel of many of Paramount's new films scheduled for release in 1965 was shown to the visitors. . . . William Tuttle, make up artist from Metro-Goldwyn-Mayer, was in Dallas to show his special make-up creations for the forthcoming "The Outrage," in which he created special make-up for Paul Newman, Laurence Harvey, Claire Bloom, and Edward G. Robinson. . . . The Interstate Presidential Preference Straw Vote continues to show President Lyndon B. Johnson in the lead. The percentages have held rather steady during the past three weeks of the poll and now show the President with 59.5 per cent and his opponent, Sen. Barry Goldwater with 40.5 per cent. . . . William E. Mitchell, general manager, Texas Consolidated Theatres, with headquarters in Dallas, paid a visit to the circuit operations in El Paso, Tex. . . . Over-the-counter ticket sales for the showing of "My Fair Lady" has started at the Tower, according to Forrest Thompson, manager. The film will open on Nov. 11 and will be a special benefit performance for the local Variety Club, which will use the funds to purchase additional Sunshine buses and for children's charities. A special matinee is also scheduled for 10:30 a.m. Nov. 12 to be sponsored by Goodwill Industries and Tiche's local department store. . . . Film star Robert Taylor was in for a visit with word he is to return in January to make a film here. He plans to return earlier for a hunting trip.

## DENVER

Benefit performances for the opening nights of films in Denver has become big business for area houses. Norman Nielsen, Cooper Cinerama, has the Lutheran Hospital Medical Center Auxiliary as first night sponsor for "It's a Mad, Mad, Mad, Mad World," with other benefits on following days; Fred Huffsmith and publicist Mary Bayes have lined up several for "Mary Poppins" at the Aladdin; Mrs. Vera Cockrill has four nights filled for "My Fair Lady"; and now Bill Hastings, RKO International 70, has the opening night of "Cheyenne Autumn" sold out, and the date isn't until mid-December. "Voice of Youth" got its contract in ahead of two other organizations that were seeking it for a benefit. . . . Herschel Wheeler, Pace, Gordon, Nebr., has been confined to his home due to illness. . . . Sam Dunevitz, who has been in General Rose Memorial Hospital recovering from a heart attack, is expected to be released soon as he is making a remarkable recovery. . . . As a means to raise money to continue their annual custom of distributing Christmas gifts to patients at the Colorado State Hospital in Pueblo, the WOMPI girls are taking orders for Christmas cards and selling costume jewelry. . . . Management of the Zorn, Benkleman, Nebr., has been taken over by M. H. Sigwing. Mrs. Marie Zorn was formerly operating the house. . . . The Lusk Drive-In, Lusk, Wyo., has been closed for the winter. Pete and Dorothy Meier will devote their time to their Bowling lanes until next spring. . . . Ralph Batschlette, managing director, Denver, entertained newspaper carriers at a screening of "So Dear to My Heart."

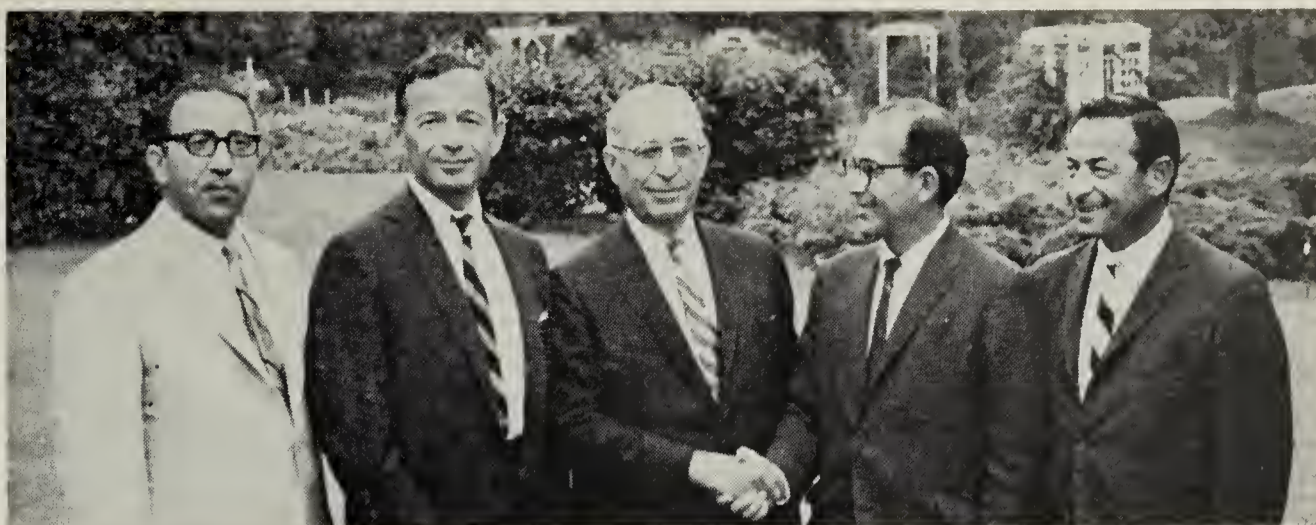


## HOUSTON

Prince John Von Badenbug, former managing director of the Art Cinema, has resigned the post which he held since the opening of the theatre several months ago. . . . Richard Melton, manager, River Oaks, has booked the Walt Disney True-Life Adventure series for showing over a six week period, with a complete Disney program changed each week. . . . Among the Hollywood film stars in for the Galaxy Ball at the Sheraton-Lincoln Hotel for the Texas Mental Health Association were Tony Randall, Arlene Dahl, Hugh O'Brian, Robert Sterling, Ann Jeffreys, and Barbara Britton. . . . Preston Huey, manager, South Main D-I, has a F-184 jet trainer cockpit on display in the patio of the D-I.

## JACKSONVILLE

Marty Shearn, manager, downtown Center, scored an exploitation coup in advance of his opening of "Woman of Straw" when the first anniversary party of radio station WDCJ was held at the Center for 423 guests. They supplied the motion picture with fine word-of-mouth advertising and WDCJ gave the Center a generous supply of spot announcements to complete the advertising trade-out. . . . Frank D. Bleyker, who recently acquired the Community Drive-In, Keystone Heights, from William Lee, has renamed his outdoor, smallest in Florida, the Keystone Drive-In. . . . Tom Sawyer, home office advertising and exploitation chief, Florida State Theatres, returned from a downstate tour of the circuit's theatres. . . . Leon Leslie, new assistant manager trainee, downtown Imperial, is the owner of a valuable family heirloom, a King James version of the Holy Bible which was published in London, England, in 1636. . . . Ed Bledsoe, Universal traveling salesman, gunned his car out of Immokalee, Fla., and made a safe escape only minutes before hurricane Isbell ravaged the town. . . . The Delray Drive-In lost its screen tower when hurricane Cleo struck Delray Beach in September, and the rebuilt tower was struck down again a month later by hurricane Isbell. . . . A WOMPI business and social gathering was held at the Corral Restaurant with a Halloween theme. . . . A WOMPI rummage sale is scheduled for Dec. 12 at the Brentwood Housing Project, and WOMPI members are busy collecting Christmas toys for distribution to the children of needy families. . . . Through the kindness of a friend of WOMPI Mary Hart, the group has donated a fine console television set to the 55 indigent aged persons who live at the Rosewood Haven Home. . . . A group of 16 WOMPI members donated 65½ industry service hours to the Arts Festival VII at the Civic Auditorium. . . . The entire WOMPI membership is contributing several hundred hours of industry service to this city's annual Industrial and Agricultural Fair by assisting the male Motion Picture Charity Club as ticket takers at midway shows of the fair. . . . The healthy cash awards which Charles King, American International Pictures manager, presents to Florida film bookers have come to be known as "the Bookers' delight." In a drawing conducted at the AIP office by WOMPI Mary Hart, as an impartial industry representative, cash prizes totalling \$250 went to four industry bookers. Top money of \$100 went to Dianna Beasley, Floyd Theatres booking staff; Bill Baskin, Florida State Theatres, came in for the second prize of \$75; Claude Browning, also of Floyd Theatres, reaped the \$50 third prize; and a newcomer to the winners' circle,



Peter G. Perakos, Sr., center, dean of Connecticut exhibitors, was joined recently at a 75th birthday party by his sons, all of whom are associated with Perakos Theatre Circuit, based in New Britain. From left are Peter G. Perakos, Jr., office manager; John, assistant general manager; Sperie P., vice-president and general manager; and Steve, counsel.

George Rosser, Martin Theatres, took the cellar prize of \$25.

## MEMPHIS

According to the local chapter of the American Business Women's Association, "The Boss of the Year" for this year is "The Bosses of the Year," and the title goes to the men of the Variety Club Tent 20, and the charity they sponsor, Variety Children's Heart Institute. Mrs. Virginia Hunt, secretary of Variety Club of Memphis, nominated her Variety Club bosses to receive the Chapter's annual award. Speaking of these men as one boss, she said in her nomination: "He is shrewd but ethical in business dealings . . . his sense of humor is contagious . . . his sense of fairness is unquestionable . . . to me, he is the embodiment of the best in man." Bailey Prichard, chief barker of the Club; Ed Sapinsley, president of the Institute; and Conrad Bach, board of directors, accepted the award for all the Variety bosses at a dinner at the Chisca Plaza. Miss Jessie Rae Lucy, Malco Theatres, is chapter president. . . . WOMPI news from the president, Juanita Hamblin, is that the chapter donated many hours in the promotion of the Memphis Heart Association booth at the local fair. Juanita Hamblin and Lois Evans were delegates to the WOMPI convention in St. Louis. Others representing the chapter were Lurlene Carothers, Margaret Irby, Mary Katherine Baker, Katherine Keifer, Genieve Lovell, and Ruth Slayton. . . . In Arkansas, Mrs. Roy Bolick has closed the Keiser, Keiser; Commonwealth Theatres closed the Central, Hot Springs, and Rivervue Drive-In, Morrilton; and Ark-Air Drive-In, Clarksville, also closed for the season. . . . Sunset Drive-In, Covington, Tenn., and Raco Drive-In, Covington, Tenn., closed for the season. . . . W. C. Schmidt announces that Arrow Drive-In, Steelville, Ill., closed for the winter. . . . In Kentucky, Autoscope, La Center, also closed, announces Clark F. Smith. . . . Jay D. Bee Amusement Co. announces that Rowley United Theatres is now operating Broadway, North Little Rock, Ark. . . . Ritz, Baldwin, Miss., has reopened. . . . Fred H. Fanning has purchased All Star Drive-In, Holcomb, Miss., and Liberty, Malden, Mo., from C. B. Harris. . . . Tri State Theatre Owners held its annual convention at Hotel Chisca Plaza on Oct. 27 and 28. Ed Doherty, partner in Exhibitors Services, is president. R. B. Cox, Batesville, Miss., exhibitor, is secretary-treasurer. . . . The daughter of Mr. and Mrs. Chalmers Cullins, who is now Mrs. Arthur C. Best, was the subject of a feature story in the local afternoon newspaper. Cullins is

a veteran exhibitor of Memphis. The story concerns an event in 1927 when the cherub figures which hold up the fountain urn in Hotel Peabody were sculptured. The then Ruby May "Boots" Cullins, who had a very cherub appearance, was asked to be the model for the figures.

## NEW HAVEN-HARTFORD

Interstate of New England, which recently purchased the Palace, Rockville, Conn., after operating on a lease basis since the mid-1920s, completed extensive remodeling and renamed the facility the Rockville Cinema. Anna Neven is serving as resident manager. The theatre is now running seven days a week with evening performances and matinees on Saturdays, Sundays, and holidays and during school vacations. . . . George H. Wilkinson, Jr., MPTO (Motion Picture Theatre Owners of Connecticut) president, and operator of the Wilkinson, Wallingford, has a daily policy of incorporating feature starting times in all newspaper ads. . . . Thieves broke into the concession building at the Ray Stone Groton Drive-In, Groton, taking \$7.40 in change from a cigarette vending machine and an undetermined amount of candy from the stock room. Some equipment was also damaged. . . . J. Meyer Schine, head of Schine Enterprises, Gloversville, N. Y., disclosed plans for addition of 40 to 50 rooms at the Schine-operated Bradley Field Schine Airport Hotel. . . . Norm Levinson, formerly with Loew's Poli-New England Theatres, Inc., in Connecticut, and now general manager of Trans-Texas Theatres, Inc., Dallas, and his wife are due in New Haven to attend his niece's wedding. . . . Harry A. Wiener, manager, Stanley Warner Wellmont, Montclair, N. J., visited our state's ASFT (American Shakespeare Festival Theatre), Stratford, in conjunction with promotion for an upcoming Shakespeare Festival Film Program at his theatre. . . . The independent Abby, Southington, Conn., has come up with a new advertising signature cut, prominently using these words: "For Your Pleasure, Comfort, And Convenience."

## NEW ORLEANS

Eric G. deNeve has been appointed sales representative in the southeast division of Don Kay Enterprises with residence at the Atlanta office. Until recently he was an assistant project engineer in the construction of highways in Afghanistan. . . . Hank Williams, Jr., one of the stars of "Country Music On Broadway," driving a swanky car studded with silver dollars and decorated with a variety of guns and pistols, was in doing area





Julius Needleman, western division manager, Embassy Pictures, with headquarters in Los Angeles, recently reached a peak in playing time for an independent distributor when he had 170 theatres playing seven Embassy Pictures in a 100-mile radius centering in Los Angeles. He is seen here with a traveling ballyhoo for "A House Is Not A Home."

bally for the film at 11 neighborhood and three drive-ins in the area. . . . Dan Dooley, formerly with MGM's sales staff in Atlanta, was transferred to the local branch in the same capacity as a replacement for Steve Formato, who resigned. . . . Allied Artists and Universal exchange-ites held a luncheon farewell for AA's departing office manager Earl Schroeder. . . . Film Inspection Service is now handling

all the shipping and inspection for 20th Century-Fox and the exchange's back room has been darkened. . . . Bernard Woolner, president, Woolner Pictures, now home based in Hollywood, was in in the interest of their new picture combination, "The Human Duplicators," and "Mutiny In Outer Space" in 14 area situations. . . . Roy Shreve is the new assistant to manager Walt Guarino at the Saenger, replacing Frank Petrie, resigned. . . . Ed Holliday, former house manager, Saenger-Orleans has departed. In his place are Paula Williamson and Eileen Geiger, former concession supervisors. . . . The Echo Drive-In, New Iberia, La., damaged recently by hurricane, remains closed. . . . Dave Richoux, Jr., formerly with Paramount's booking department, is now with Universal in like position. . . . Preston Prieto, Jr., shuttered the Lake, Mandeville, La. . . . J. H. Fonenot has acquired the Jan, Ville Platte, La., from Rene Tate. . . . Sympathy is extended to Mrs. Elsie Legendre, Universal exchange, on the recent death of her son. . . . The Columbia, Hammond, La., reopened after repairs.

### PHILADELPHIA

Judge Ethan Allen Doty, of Common Pleas Court Two, in a decision which climaxed almost two years of hearings in an equity suit filed by Mrs. Edna Shapiro against her husband, Samuel, ordered shares of stock in two holding companies and a center city apartment house returned to her. Judge Doty appointed Theodore Voorhees, president, Philadelphia Bar Association, as receiver of the Felton Theatre and for the couple's half-ownership of the Arcadia. . . . Variety Club Tent 13 elected the following Crew for 1965: David Milgram, chief barker; Roger Clipp, first assistant; Harold Salkind, second assistant; dough guy, Norman Silverman; and property master, George B. Wilson, Jr. . . . Variety Club's George Sobel was in Hahnemann Hospital. . . . Other Variety members on the sick list were Louis Rubin and Jacob Mandel.

### SAN ANTONIO

Roy Moore, Jr., manager, Gulf State Theatre, announced that the Rigsby D-I will be closed for the winter season. Gene Robinson is manager. . . . Ignacio Torres, manager, downtown Alameda, Spanish language showcase, is holding special priced ladies matinee's on Monday afternoons. . . . The Texas premiere showing of "One Potato, Two Potato," is being shown at the Towne Twin, Fredericksbury Road, and Trail D-I's, all

## Bridgeport's Police Chief Wants Ban On All Nudies

HARTFORD—The police superintendent of Connecticut's third largest city has asserted that a new agreement by two theatres to regulate admission to persons over 18 and tone down advertising is "not enough."

Joseph A. Walsh, police superintendent of Bridgeport, wants the Barnum and West End Theatres, Bridgeport, which specialize in exotic-type motion pictures, to withdraw all nudist films.

"Although there may be nothing legally wrong with these motion pictures," Walsh said, "they are morally wrong. I see no benefit to the community."

The Barnum and West End action follows a Bridgeport Pastors Assn. request.

## Exhib's Piece Of "Moon" No Pie In The Sky

NEW YORK—Scores of exhibitors in three of America's most important motion picture markets—New York, Chicago and Los Angeles—made contact with the moon last week at simultaneous seminars heralding the Columbia release of Charles H. Schneer's "First Men IN The Moon" on Thanksgiving Day.

The exhibitors' contingent, composed of circuit executives, publicity executives and managers of participating theatres in the three areas, received actual pieces of the moon, Selenite ore, secured by Columbia for display in theatres as part of a massive national promotional push for "First Men IN The Moon."

The New York seminar, held at Columbia's headquarters under the auspices of the home office advertising-publicity team, encompassed all of the projects organized for the New York engagements of the film. Circuit executives, exhibitors and theatre managers representing 65 theatres in the New York area scheduled to show the Columbia Pictures release beginning Thanksgiving, including 26 theatres comprising the showcase presentation of the Schneer film, were told of the campaign and arranged detailed plans with Columbia ad-pub chief Bob Ferguson and his staff.

Meanwhile, in Chicago, Columbia merchandising manager Roger Caras and manager of cooperative advertising Leonard Beier supervised a gathering of more than 50 exhibitors and circuit executives there in anticipation of the area opening.

In Los Angeles, representatives of 55 theatres included in the "First Men IN The Moon" Thanksgiving break were briefed by Jack Atlas, West Coast advertising coordinator and Jack Berwick, permanent field representative for Columbia in Los Angeles.

operated by Stanley Warner of Texas. . . . George M. Watson, city manager, Interstate Theatres, reports that advance ticket sales are well under way for "My Fair Lady," opening Nov. 11 at the Broadway. . . . Andre Previn, musical director of "My Fair Lady," will be in San Antonio in person on Dec. 11, a month after the film opens, to be guest conductor of the San Antonio Symphony Orchestra. . . . The Coed D-I, Denton, Tex., has been taken over by Sam Chernoff, County Amusement Co., St. Louis. The circuit also operates the Imperial, Waco, Tex.

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# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICESECTION** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO

NOV. 4, 1964

Vol 72 No. 16

## AMERICAN-INT.

### The Time Travelers

SCIENCE FICTION DRAMA  
82M.

AIP  
(A07)  
(Color)

ESTIMATE: Good science fiction entry.

CAST: Preston Foster, Philip Carey, Merry Anders, John Hoyt, Dennis Patrick, Joan Woodbury, Dolores Wells, Steve Franken, Gloria Leslie, Peter Strudwick, Margaret Seldeen, Forrest J. Ackerman. Produced by William Redlin; directed by Ib Melchior.

STORY: The scientific team of Dr. Preston Foster, Dr. Philip Carey, and Merry Anders are working on an experiment to move both forward and back in time. Their equipment jams and they have on their screen not only a window into the barren future but also a doorway into the period, which sees the earth devastated because of atomic and nuclear wars and explosions some 107 years hence. Young electrician Steve Franken wanders through the window and the others follow trying to get him back. They are chased by man-like creatures and escape by hiding in a cave from which they are rescued by robots controlled by Joan Woodbury and John Hoyt, leaders of a group of scientists, who took refuge from the explosions and managed to survive. They are faced with the problem of fleeing to another solar system before they die or succumb to the attacks of the human-like monsters still on top of the earth, who are continually trying to get at their food, etc. Since they can't return to their own time, Hoyt invites them to come along. Annoyed councilman Dennis Patrick points out that their presence would upset all of the calculations and plans on the space ship. Foster, Carey, Anders, and Franken decide to build a duplicate time machine to the one in their lab and finish at take off time as the mutants break through. The spaceship is destroyed. The four and some of the others flee through the time portal to the past, only to find that they have gone back a bit too far. They see themselves still positioned at the equipment as they were before the portal originally came into being. They can't move the equipment and are forced to go through the time portal again to remain alive. Their fate is to be caught up in a neverending circle of time.

X-RAY: Loaded with thrills and some unusual sequences, this science fiction entry rates as a good one and should please most fans of this type of film. The cast performs well; direction and production values are expert; and the plot holds interest on high throughout. The technical work deserves special mention for providing a solid assist to the story, which is by Ib Melchior and David Hewitt, with the screenplay written by Melchior. The release should do okay as an exploitable part of the show.

AD LINES: "They Were Caught In A Time Trap"; "Gaze Into The Future And Follow 'The Time Travelers' Into A Frightening World Of Tomorrow."

## BUENA VISTA

### The Tattooed Police Horse

DRAMA  
48M.

Buena Vista  
(Technicolor)

ESTIMATE: Interesting featurette.

CAST: Sandy Sanders, Charles Seel, George Swinebroad, William Hilliard, Shirley Skiles. Produced and directed by Larry Lansburgh, narrated by Keith Andes.

STORY: A young, registered trotting horse of fine breeding is unable to stand the pressures of track competition. He breaks into a gallop in the home stretch in spite of the guidance and care given him by his trainer, Shirley Skiles. He is sold to his groom, veteran Charles Seel, who is certain he can set him straight. He also fails, and the horse is banned from the trots as a menace to others. They go west where Seel tries to raise money racing him against a model-T car at a fair. He loses and is forced to sell the animal. The latter winds up in an eastern stockyard, where Captain Sandy Sanders of the Boston police force buys him for the mounted detail of the force. He goes through a training period. While on patrol at the trotting track, a driver loses a wheel and is caught in the harness while being dragged around the track. Sanders races to the rescue and saves the driver from serious injury, and the event makes the papers. Skiles, in town for the races, sees the horse and verifies his identity via the number tattooed on his inside lower lip. She attempts to buy him back. At first, Sanders refuses but eventually gives in. She retrains the animal and enters him in a featured race, which he wins easily.

X-RAY: This featurette has some action, a story that holds interest adequately, color, and natural performances by the cast. Direction and production are good with the release suitable as a supporting feature on most programs having family appeal. The screenplay is by Janet Lansburgh based on a story by Larry Lansburgh.

AD LINES: "A Most Unusual Horse In An Unusual Story"; "Don't Miss The Story Behind 'The Tattooed Police Horse.'"

## MGM

### The Americanization Of Emily

(508)

COMEDY DRAMA  
117M.

MGM

ESTIMATE: Solid entertainment for adult audiences.

CAST: James Garner, Julie Andrews, Melvyn Douglas, James Coburn, Joyce Grenfell, Edward Binns, Liz Fraser, Keenan Wynn, William Windom, John Crawford, Douglas Henderson. Produced by Martin Ransohoff; directed by Arthur Hiller.

STORY: Lt. Commander James Garner is an aide to Admiral Melvyn Douglas who is devoted to the Navy first, last, and always. Garner is attracted to British Army driver Julie Andrews and she to him, especially since he is an admitted coward. She feels that he is safe in World War II, which resulted thus far in the loss of her father, husband, and a brother. They have quite an affair. Douglas becomes mentally upset by the stain of war and the recent loss of his wife and orders Garner to make a film about how important the Navy is in the forthcoming invasion, which he hopes to use to impress Congressional committees. Fellow officer James Coburn becomes intrigued at seeing the Navy come out on top and insists that Garner go through with the film, which is also to show that the first man killed in the invasion of France is a Navy man. Coburn forces Garner to advance up the beach at gun point when Garner only wants out. His picture is taken as he falls under a hail of shot and shell, and his photo is used in all the papers. He is only wounded, it turns out, and there is a reconciliation between Andrews and Garner. He is scheduled to make an appearance before a Congressional committee alongside a new mentally-recovered Douglas. Andrews prevents him from telling the truth about his part in the war and thus become Americanized. A wedding between them seems in the offing.

X-RAY: Most adult audiences should like what they see on screen here and be amused by a number of very funny sequences. Some of the dialogue and situations are for the mature as the principals make the most out of life in the days of strife and war. Andrews is charming as the widow, who falls in love with the dashing and frank American officer played admirably by James Garner. The balance of the cast provides wonderful support. The direction is superior, and the production values are excellent. The interesting screenplay is by Paddy Chayefsky, based on the novel by William Bradford Huie. It is strong stuff, and beneath the hilarity are some bitterly satirical comments about war and certain American institutions. It should spark much comment and controversy.

TIPS ON BIDDING: Higher bracket.

AD LINES: "World War II As Fought In The Hotel Suites Of London Makes For A Very Funny Comedy"; "A Savage Comedy About The Lunacy Of War."

### Joy House

MELODRAMA  
98M.

(506)  
MGM

(Made in France)  
(Franscope)

ESTIMATE: Okay adult programmer.

CAST: Jane Fonda, Lola Albright, Alain Delon, Carl Studer, Sorrel Booke, Andre Ouman-



sky, Arthur Howard, Nick Del Negro, Jacques Bezard, Berett Arcaya. Produced by Jacques Bar; directed by Rene Clement.

**STORY:** Alain Delon, confidence man and card sharp, escapes with his life in Monte Carlo from a Mafia gang, and finds refuge in a mission for down-and-outers, from which he is taken by Lola Albright and her cousin, Jane Fonda, to be their chauffeur. At their coastal villa, he discovers Andre Oumansky living in the attic, roaming at night along concealed passages, and watching through peep-holes and double-view mirrors. Confronted with his suspicions, Albright admits that Oumansky is a bank robber who killed her husband and is sought by the police. He had been her lover and for the last two years had been hidden by her. Delon and Albright fall for each other and make plans to run away together, but Fonda is jealous. She arranges for a false cablegram purporting to show that Albright is going to go away without Delon. Oumansky is infuriated at being duped, and in a fight, kills Albright. At this point, the gangsters arrive looking for Delon, mistake Oumansky for him, and kill him. Delon agrees to help Fonda dispose of the bodies, which are put in the back of their escape car. However, when Delon tells Fonda he is going away without her, she thwarts his plans by telling police. Delon makes a get-away and returns to the villa, where with the police looking for him, he has no choice but to become the man in the attic—a prisoner in Fonda's "love cage."

**X-RAY:** This starts off in rapid fire style with a wild auto chase, escapes, etc., but slows down to an unusual love triangle for most of its running time. Performances are good, as are production and direction, with the Monte Carlo settings a help. Based on the novel by Day Keene of the same name, this should make a satisfactory adult dualler, what with its unusual typically French love aspects.

**TIPS ON BIDDING:** Fair program rates.

**AD LINES:** "An Ironic Love Triangle; Something Entirely Different In Suspense Thrillers"; "Love And Intrigue On The French Riviera."

## Lili

DRAMA  
81M.

(515)  
MGM  
(Technicolor)  
(Reissue)

**ESTIMATE:** Reissue of high rating romantic drama for class and art spots.

**CAST:** Leslie Caron, Mel Ferrer, Jean Pierre Aumont, Zsa Zsa Gabor, Kurt Kasznar, Amanda Blake, Alex Gerry, Ralph Dumke, Wilton Graff, George Baxter. Produced by Edwin H. Knopf; directed by Charles Walters.

For complete review please refer to page 3486, of March, 1953.

## 20th-FOX

### The Earth Dies Screaming

MELODRAMA  
62M.

20th-Fox  
(424)  
(English-made)

**ESTIMATE:** Okay science fiction meller for duallers.

**CAST:** Willard Parker, Virginia Field, Dennis Price, Vanda Godsell, Thorley Walters, David Spenser, Anna Falk. Produced by Robert L. Lippert; directed by Terence Fisher.

**STORY:** Willard Parker, experimental test pilot, after piloting a plane for a few hours, returns to Earth to discover that the human race has been exterminated by some unknown horror. Other survivors who happened to be in chambers where the air was purified turn up. They are Dennis Price, Virginia Field,

Thorley Walters, and Vanda Godsell, and, later, David Spenser and his pregnant wife, Anna Falk. Mechanical monsters appear and menace the survivors, and Parker decides they must be directed by a transmitting station. With Spenser, he locates the station and destroys it. Falk has her baby, but not before it is learned that anyone coming in contact with the monsters is blinded and becomes a mindless tool of the aliens, bent on destroying the people of the Earth. With the baby, the band of survivors take off in a plane to search for other survivors.

**X-RAY:** This taut, suspenseful science fiction meller has a good title, and can boast satisfactory production, direction, and performances by its English cast, headed by known American Willard Parker. There is plenty of action, and the English locale is interesting. Brief running time makes it an asset for dualling with longer features. This was written by Henry Gross.

**AD LINES:** "Who Or What Were They—Who Tried To Wipe All Living Creatures Off The Face Of This Earth?"; "A New Thriller Of A Plot To Wipe Out The Human Race."

### Goodbye Charlie

COMEDY  
117M.

(428)  
20th-Fox  
(CinemaScope)  
(Color By DeLuxe)

**ESTIMATE:** Cute comedy with potent cast.

**CAST:** Tony Curtis, Debbie Reynolds, Pat Boone, Walter Matthau, Joanna Barnes, Ellen McRae, Laura Devon, Martin Gabel, Roger Carmel, Harry Madden, Myrna Hansen, Michael Romanoff. Produced by David Weisbart; directed by Vincente Minnelli.

**STORY:** Aboard a yacht owned by movie producer Walter Matthau, a party is in progress, and his wife, Laura Devon, is dancing with a young screen writer. The pair leave the floor for a cabin below deck, and Matthau follows with a pistol, breaking in and shooting as Devon's partner dives through the porthole. He is not seen again nor is his body recovered, and he is presumed dead. Friend Tony Curtis is summoned from Paris to give a memorial service, which is only attended by agent Martin Gabel and by Ellen McRae, wife of the studio head, and Joanna Barnes, wife of a director, both of whom had affairs with the late screen writer. Curtis also acts as executor of his estate, of which there is not much. As Curtis is about to retire, wealthy Pat Boone arrives, bringing blonde Debbie Reynolds with him. He tells Curtis that he found her nude and wet at the side of the road, and she asked to be brought to the house. Since she is groggy, Curtis permits her to remain, thinking she is one of his dead friend's girl friends. During the night, he is awakened by her, and she claims to be his dead friend reincarnated as a woman. At first, he scoffs at the claim, but as Reynolds recalls incidents unknown to anyone else, he is convinced that her story has some merit. The next day, she poses as "her" own widow and attends a party given by Matthau, who makes a play for her. She also extracts a proposal from Boone, who returned to see how she is, but she turns him down. Later, Matthau shows up at the house to force his attentions on "her," at which point Devon shows up with a gun, and Reynolds dives over the railing into the ocean. Curtis expects that this is the end of the situation until another girl, Debbie Reynolds, shows up with a huge dog. Curtis is attracted to her after making sure that she is not his friend. It turns out that his ex-buddy has not completely left the scene because the huge dog is awfully familiar with the house and its contents.

**X-RAY:** Based on the stage play of the same name by George Axelrod, this entry comes off as a cute though rather lengthy comedy. The added attraction of the "names" of Tony Curtis, Debbie Reynolds, and Pat Boone certainly will help out. It's well-mounted, and

the use of color also provides an assist. The cast plays the gags and light-weighted dialogue in capable fashion, and direction and production are good. A preview audience seemed to find the on-screen proceedings generally amusing and pleasant, and this reaction should prevail generally on the part of those seeking fun and nonsense. Harry Kurnitz wrote the screenplay, and two songs are heard, "Goodbye Charlie" and "Seven At Once."

**TIPS ON BIDDING:** Higher bracket in many situations.

**AD LINES:** "The Laughs Come Fast And Furious In This Filmed Version Of A Stage Comedy Hit"; "The People Are Naughty But Nice—And Funneeeeeee."

## UNIVERSAL

### Kitten With A Whip

MELODRAMA  
83M.

(6427)  
Universal

**ESTIMATE:** Unpleasant entry for the program.

**CAST:** Ann-Margret, John Forsythe, Peter Brown, Patricia Barry, Richard Anderson, James Ward, Diane Sayer, Ann Doran, Patrick Whyte. Produced by Harry Keller; directed by Douglas Heyes.

**STORY:** Juvenile fugitive Ann-Margret breaks into the San Diego home of wealthy John Forsythe, who is about to embark on a political career. His wife and young daughter are away, and Ann-Margret convinces him that she has been mistreated and asks for his help. He buys her clothes and gives her some money to reach an aunt. Later, he learns that she is a felon wanted by the police for almost killing a matron in juvenile hall. He promises to join some friends and a visiting publisher and his wife for a trip across the border in Mexico but is forced to cancel his plans when he finds that Ann-Margret has returned. She has asked three friends to come over and have a party. These are muscular beach-bum James Ward, pseudo intellectual delinquent Peter Brown, and Diane Sayer. Things get out of hand and Ward accidentally slashes Brown with a razor. Sayer disappears, and the others force Forsythe to drive them across the border to a shady doctor, who will take care of the cut arm which is bleeding profusely. Ward is left behind at the border when he gets out to see why the car stalled. They drop off Brown at the doctor, and Ann-Margret persuades Forsythe to take her to a motel where she insists he get her a bottle before he leaves. Bottle in hand, he meets his friends, gives them a plausible reason for his appearance, and then seeks to avoid Ward and Brown, who have re-teamed. They find Forsythe and Ann-Margret, and when the former tries to save her from a beating, he is himself knocked unconscious. Ann-Margret forces the pair to carry him to his car so she can get Forsythe to a doctor, and the others pursue in a stolen car. The cars crash and burst into flames. In a hospital bed, Forsythe is assured of recovery, and the police inform him that the three others all died. A lingering Ann-Margret did not involve him. The police think that the three juveniles were together in the stolen car which forced him off the road. A reconciliation with wife and daughter await him.

**X-RAY:** What happens when a decent citizens of good intent decides to help out a youngster in trouble and how he gets involved in a situation filled with terror is to be found here. The result is not an attractive one. The performances are generally good, and the direction and production are capable, with the end-product a suitable program entry that can be exploited. The youngsters depicted herein may find an audience of sorts in their real-life counterparts in this screen-



play by Douglas Heyes based on the novel by Wade Miller. Of course, the presence and name of Ann-Margret should be an attraction for some viewers. Others will find the film offensive and without real purpose.

AD LINES: "There's Trouble Brewing As The 'Kitten With A Whip' Swings Into Action"; "They Were Out For Kicks And Let No One Stand In Their Way."

## WARNERS

### My Fair Lady

MUSICAL  
170M.

(479)

Warners

(Technicolor)

(Super Panavision 70)

ESTIMATE: Highly impressive entertainment headed right for the top.

CAST: Audrey Hepburn, Rex Harrison, Stanley Holloway, Wilfrid Hyde-White, Gladys Cooper, Jeremy Brett, Theodore Bikel, Mona Washbourne, Isobel Elsom, John Holland. Produced by Jack L. Warner; directed by George Cukor.

STORY: Back in 1912, cockney flower girl Audrey Hepburn comes under the scrutiny of two language experts, Rex Harrison and Wilfrid Hyde-White, who is his house guest. Harrison boasts that if he were ever to take her under his wing, she could certainly find a better future. The next day, she appears at his home asking to pay him for lessons, and Harrison agrees to try to correct her speech and to teach her manners, allowing her to live in his large home. Her father, Stanley Holloway, is pleased at the way his daughter has come up in the world and tries a bit of polite blackmail. Harrison is sure Holloway can do better than he is, and decides to send his name to a wealthy American looking for a lecturer on moral reform. After much effort and work, Hepburn does change her speech and accent and develops bearing. Harrison decides it's time to try her out on society, first at the races, where she slips a bit, and then at an Embassy ball where she becomes the favorite of royalty. At the end of the evening, she and Harrison have a fight over her future, and she walks out into the arms of waiting Jeremy Brett, who has fallen in love with her. She meets Holloway, who has become a man of substance because of Harrison's recommendation to the wealthy American. He's even decided to wed Hepburn's stepmother. The next morning, Harrison is upset at her walking out on him, and he also misses her. He finds her and she returns to his home, presumably so they can marry.

X-RAY: One of the biggest hits on the stages of America has now been made into one of the biggest film hits of any year, with all areas of the entry being graded high in quality. The cast is most suitable and commendable; the direction is splendid; and the production values, backgrounds, and settings excellently revealed in a host of Technicolor hues and tints, which truly enhance the film. The story, which by now must be familiar to most of the country, has a few soft spots, but they are easily overcome. It's high grade entertainment all the way with vast audiences waiting to see and sing. Among the tunes heard are "Why Can't The English?," "Wouldn't It Be Lovely?," "I'm An Ordinary Man," "With A Little Bit of Luck," "Just You Wait," "Poor Professor Higgins," "The Rain In Spain Stays Mainly On The Plain," "I Could Have Danced All Night," "On The Street Where You Live," "You Did It," "Get Me To The Church On Time," "A Hymn To Him," "Without You," "I've Grown Accustomed To Her Face." The screenplay is by Alan Jay Lerner, based on the musical play with book and lyrics by Alan Jay Lerner and music by Frederick Loewe, which in turn was based on a play by Bernard Shaw. This

lush and lovely musical is headed right for the top.

TIPS ON BIDDING: Highest rates.

AD LINES: "The Musical Millions Have Been Waiting To See"; "It's The Loveliest Film Of 'Em All."

### Ready For The People

(452)

MELODRAMA  
54M.

Warner Bros.

ESTIMATE: Okay for program filler.

CAST: Simon Oakland, Everett Sloane, Anne Helm, Richard Jordan, Karl Held, Bartlett Robinson, Simon Scott, Louis Guss, Harold Gould. Produced by Anthony Spinner; directed by Buzz Kulik; screenplay by E. M. Parsons and Sy Salkowitz, from story by Eleanor Lipsky.

STORY: Simon Oakland, best trial man on Everett Sloane's staff, is out to clear accused murderer Richard Jordan. Despite damning evidence and several witnesses, Oakland believes the young man's story that he is innocent and seeks to uncover new evidence. As public prosecutor, however, it is his duty to press for conviction where the state has a tight case. His efforts to break down the witnesses before the trial are to no avail, and he goes to court prepared to argue against his beliefs. The boy is found guilty and sentenced to death. A note from Jordan arrives after the execution, informing Oakland that he had actually committed the murder, thus easing the prosecutor's conscience.

X-RAY: As a combination of policework and trial procedure, the story moves unpretentiously towards its climax—the realization by a dedicated public servant that he can err as seriously as the next man. Oakland as the hard-bitten attorney is convincing and delivers well. Brief appearances of Sloane and Helm, as well as a nice supporting job by Oakland's assistant, Karl Held, help the film, a shorty originally marked for tv. Jordan, as the deceitful murderer, emerges as too shrewd a psychologist—with the youthful actor milking his lines heavily. Film will do to carry bottom half of program in most spots.

AD LINES: "The Murder No One Believed" "He Fought To Save A Vicious Killer."

### Youngblood Hawke

(453)

DRAMA  
137M.

Warner Bros.

ESTIMATE: Classy effort misses dramatic mark.

CAST: James Franciscus, Suzanne Pleshette, Genevieve Page, Eva Gabor, Mary Astor, Lee Bowman, Edward Andrews, Don Porter, Mildred Dunnock, Kent Smith, John Dehner, John Emery, Mark Miller. Produced and directed by Delmer Daves, who did the screenplay from the Herman Wouk novel of the same name.

STORY: Kentuckian James Franciscus, who drives a coal truck days and writes nights, is brought to New York by an offer of publisher Lee Bowman. He accepts a contract for his first novel, and Bowman furnishes him a sizeable advance and pretty editor Suzanne Pleshette. He sets up in a garret in Pleshette's apartment building and gets down to serious work. At a party, he meets Genevieve Page, wife of multi-millionaire Kent Smith. Enticed by Page, he goes with her to her town house, and the affair is on. Page departs for a European holiday, leaving Franciscus, by now thoroughly enamored, to his writing. His first book is brought out and is an instant smash. Page returns, moving Franciscus out of his garret into a posh pad, the better to conduct their affair. Pleshette, meanwhile, languishes as her editorial interest in Franciscus turns to less bookish matters. Ignored by the Pagestruck writer, she goes to work for a rival publisher. Franciscus' second book is also hailed a winner, and he sinks his new fortune into a shopping center and publishing house of his own. Both

flop because of Page's husband, out to ruin the man who took his wife. In an effort to revitalize his fortunes, Franciscus dashes off another book, a padded "cheat" that is blasted by the critics. A play, written in Nassau while holed up with Page, also bombs. Back in New York, Page's young son walks in on the lovers entwined on the family divan. He returns to his school, and, taunted by his classmates, is moved to hang himself. Franciscus flees to Kentucky in an effort to escape the mess he is in and get back to honest writing, each new page being promptly turned over to his creditors. He is discovered unconscious lying in a stream near his cabin and taken to the hospital, gravely ill. Page and Pleshette come to his bedside, each offering their support. He recovers sufficiently to shoo Page and tell Pleshette she is the girl for him and always has been.

X-RAY: "Youngblood Hawke" has two handicaps right off: the inevitable comparison with Wouk's giant novel, and the ghost of one of America's more prodigious and tragic literary figures, Thomas Wolfe. A sizeable part of the screenplay might have come right out of one chapter in Wolfe's "Look Homeward Angel," unfortunate in this case as Wolfe sought to dismiss the quagmire of hollow relationships which his hero fled with disgust. Great chunks of manuscript pertain to the politics and feuds of the writer's family back in Kentucky, woven through the film as a poorly conceived background for the principal action—Franciscus' running affair with Page. As a study of destructive love, Daves' screenplay stumbles on the obvious, missing dialogue and action revealing enough to give us real characters. Instead, we watch from a distance as the author is snared by the trappings of fame. Instead of emerging as a man of great sensitivity, he is a hero who, being a direct cause of the suicide of a child he "loved," walks away from the tragedy into the next scene almost unaffected. Instead of being consumed by the love of Page, he is simply hampered from achieving his real goals, art and love, both of which emerge at the end of the picture as shabby substitutes for any real life experiences. The good aspects of the film, including fine casting, photography, and some crackling dialogue, don't take up the slack, and the end result is more soap opera than drama. Franciscus may have a following because of his successful television series. Aim it at the women as an adult love story.

TIP ON BIDDING: Fair program rates.

AD LINES: "He Gave Up Everything And It Wasn't Enough"; "A Promising Career Turned To A Nightmare Of Debauchery!"

## MISCELLANEOUS

### The Naked Kiss

DRAMA  
92M.

Allied Artists  
(6407)

ESTIMATE: Fair Adult programmer.

CAST: Constance Towers, Anthony Eisley, Michael Dante, Virginia Grey, Patsy Kelly, Betty Bronson, Marie Devereux, Karen Conrad, Linda Francis, Barbara Perry, Walter Mathews, Betty Robinson, Gerald Michenaud, Christopher Barry, George Spell, Patty Robinson, Neyle Morrow, Monte Mansfield, Fletcher Fist, Gerald Milton, Breana Howard, Sally Mills, Edy Williams, Michael Barrere, Patricia Gayle, Sheila Mintz, Bill Sampson. A Leon Fronkess-Sam Firks production; written, produced and directed by Samuel Fuller.

STORY: Prostitute Constance Towers arrives in a small town fleeing from a big town syndicate. She meets and stays with police officer Anthony Eisley, who tells her to go to the town across the river as he won't permit prostitution in his town. She defies him, gives up her profession, and obtains a job as a nurse's aid in the children's orthopedic hos-

(Continued on page 5228)









NOVEMBER 4, 1964

SECTION THREE  
Vol. 72 No. 16

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## Seminar Offers Man On Spot Help For 'Men In The Moon'

Details of a Columbia Pictures merchandising "task force" designed to serve as a flying squad to solve specific exploitation problems of exhibitors during showcase presentations was outlined to 26 circuit executives and theatre managers attending a special seminar on the Thanksgiving showcase presentation of Charles H. Schneer's "First Men IN The Moon" in the New York area.

Columbia merchandising manager Roger Caras said the unique refinement in showcase promotional campaigns would have its first trial during the "First Men IN The Moon" showcase presentation but he made clear to the exhibitors attending the session at Columbia's home office that Columbia showcase presentations in the future would implement the "task force" in aiding theatres to implement projects created for each campaign.

"Showcase participants can make use of the flying squad without delay merely by making a telephone call to the homeoffice," Caras told the group. "A manager in need of aid will receive a personal on-the-scene consultation from as many exploitation specialists as necessary to insure success of a local-level campaign."

Caras, along with Richard Kahn, national coordinator of advertising and publicity, then discussed with the assembled exhibitors one of the most diverse and all-encompassing local and national promotional campaigns in the company's history which is now being creatively activated for "First Men IN The Moon."

Among the circuits represented at the Columbia merchandising seminar were: Loew's; Century; F & A; Skouras and Brandt.

The seminar, one of three which are simultaneously in progress in New York, Chicago and Los Angeles, was highlighted by the announcement of a massive mutual promotion on the Panavision-Lunacolor production with 107 Food Fair Supermarkets throughout the New York area. A natural tie-in with Food Fair's current "Think First of Food Fair" ad campaign, the Columbia release will be promoted in the stores by: the distribution of more than one million heralds beginning November 11 and continuing through November 30; the incorporation of the "First Men IN The Moon" title within Food Fair's daily and weekly newspaper ad buy; a "Why I Think of Food Fair First" contest which will be announced via heralds in every package leaving check-out counters as well as by way of one-sheets placed in store-front windows and throughout the supermarkets participating; the ballyhooing of the tie-in in the chains' four-page weekly circular which

(Continued on page EX-628)

## Blase N.Y. Falls For "Topkapi" Treasure Hunt Sponsored By UA



WNEW Radio's Ted Brown is seen with Mrs. Utley and Petty Officer Utley, winners of recent successful "Topkapi" Treasure Hunt held in New York by United Artists in connection with the film's playing at the Astor and Trans-Lux East theatres.

Petty Officer Second Class James B. Utley of San Antonio, Texas, won the "Topkapi" Treasure Hunt radio contest sponsored in New York by WNEW Radio and United Artists. Utley won a beautiful Linde Star Sapphire pin in 14-carat gold setting encircled by eight diamonds which he immediately presented to his wife, Susan Elaine.

Utley is assigned to the destroyer USS Fiske of the First Fleet, Third Naval District. The Fiske is currently undergoing extensive overhauling at the Brooklyn Navy Yard. When the Utleys heard of the contest over WNEW, they followed the daily clues, taped by "Topkapi" star Peter Ustinov, and broadcast via the Ted Brown Show.

Although the contest was set to run indefinitely, Mr. and Mrs. Utley solved the Treasure Hunt riddle after only one week when they discovered the prize hidden under a park bench at the Museum of Natural History.

The contest was keyed to the current engagement of the Jules Dassin-Filmways suspense-comedy, "Topkapi," at the Astor and Trans-Lux East Theatres in Manhattan.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



Members of the Peninsula Volunteers and their husbands recently modeled the costumes from Warners' "My Fair Lady" at a fashion show held at a champagne-tea dance in the Turf Club of the Bay Meadows Race Track, San Mateo, Cal., to plug their benefit premiere of the film at the Coronet, San Francisco.



# British Activities

by Jock MacGregor

Before leaving the ABC, Old Kent Road, South London, after 18 months on promotion to the ABC, Nuneaton, where he was once assistant manager, Albert E. Hallam decided to show his appreciation to his ABC Minors with a special Saturday morning show. He asked many who have helped him to speak from the stage such as the local Road Safety officer, a fire officer and a policeman. They were followed by the Demons Beat Group, who have frequently given their services and finally he introduced those backroom VIPs, the projectionists. The show was covered by one weekly paper and another used a photo of an entrant in a bathing beauty contest which he organized in connection with the run of "Beach Party" as a tag for his promotion story.

Not only did L. S. Johnson, of the ABC, Ealing, place the Executive Shavers picture contest for a shaver in the local paper when he played "Hide and Seek" but backed it with such an effective lobby display that the Executive management presented gave him three further Dry Shavers to give to old age pensioners. The Mayor personally nominated the recipients and attended the theatre to present them. Further publicity resulted from Johnson persuading Cardew Robinson, who lives locally and appears in the film, to visit the theatre.

Knowing that Cliff Rochard's hit musical, "Wonderful Life" was to play the ABC, Torquay, A. G. Cattell had a special slide made reading "At this theatre, Thursday next." This he superimposed on the bottom of the screen when he showed the Pathe News coverage of the Royal World Premiere in London.

Playing "Father Came Too" which contains a fire sequence at the Gaumont, Coventry, G. Lockyer arranged a most effective demonstration on the theatre fore-court of non-flam and inflammable children's night dresses using the fire chief's daughter as model. Press and tv coverages resulted. . . . A contest was staged at a ballroom to find Manchester's most hell raising double of Hayley Mills by B. Bint as a plug for the Odeon's run of "The Chalk Garden." . . . To maintain interest in the fourth and final week of "Lawrence of Arabia" at the Odeon, Ipswich, D. P. Lowe got the local evening paper to run a story on how the picture had broken all the records held by "Ten Commandments" and been seen by 23,000 people. Additionally, he adapted his front of house display to incorporate a small screen on which the 16mm tv featurette trailer, "Wind and Sand" was regularly presented.

J. Alexander, of the Gaumont Wolverhampton, persuaded the Express and Star to produce for a nominal sum 5000 leaflets carrying the rave quotes of its critic and details of the booking of "West Side Story" for distribution through news sellers. . . . After persuading the Evening Mail to carry "The Pink Panther" 'ring the changes' contest, Leslie J. Harris, of the Odeon, Birmingham, was delighted to receive a letter from a happy features editor to the effect that three girls had spent three days opening a record response of more than 7000 entries. He believed the Pink Panther doll in addition to the five pound note could account for the success.

## Chicago Lawyers Symposium On 'Fail Safe' SRO Event

Ten of Chicagos radio stations, two television stations and every major newspaper covered a symposium on the possibility of a breakdown in America's Fail Safe system sponsored by prominent Chicago lawyer Elmer Gertz. The symposium, at the Carnegie Theatre, featured screening of Max E. Youngstein's gripping thriller, "Fail Safe," as a major aspect of the proceedings.

As a result of heavy advance publicity for both the symposium and the Columbia Picture release, the Carnegie hung out the SRO sign for the invitational event, which was attended by 480 Chicagoans from every walk of life. The symposium's co-sponsors with Gertz were biographer Harry Barnard and educator Frank McCallister, a professor at Roosevelt University.

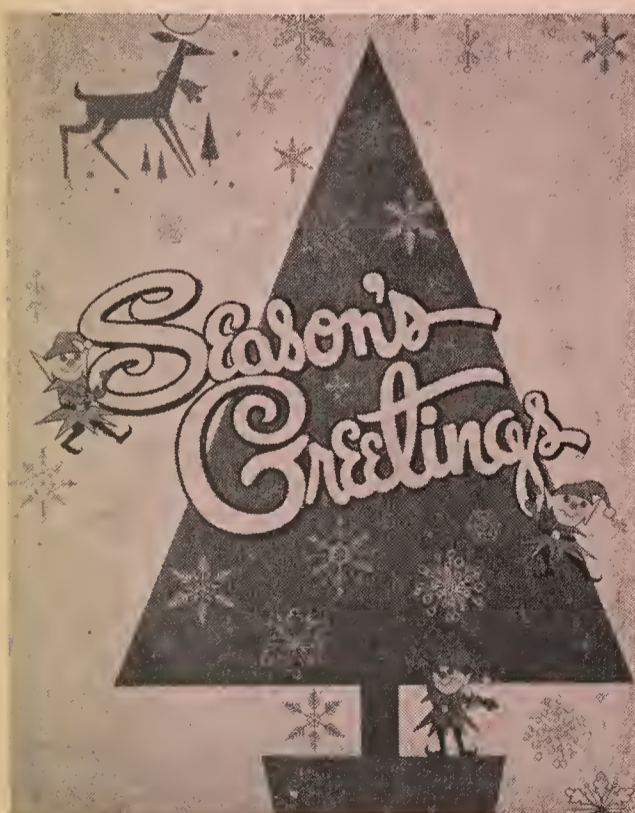
The agenda called for panel chairman Gertz to define the "Fail Safe" problem in introductory remarks before the screening of the Columbia Pictures release. After the film, the assembled participants joined in a dialogue and discussion which scrutinized all aspects of the Fail Safe question.

## New Novel Promotion

Plans have been completed by Metro-Goldwyn-Mayer and Random House for a co-ordinated national publicity, promotion and advertising campaign to launch Philip Benjamin's new novel, "Quick, Before It Melts," scheduled for publication late this month with an initial printing of 40,000.

The first draft screen play of the romantic-farce comedy has been finished by Dale Wasserman, who worked from galley proofs. Produced by Douglas Laurence and co-produced and to be directed by Delbert Mann, the production has a March starting date.

The film is one of the few in which the publishing date and exploitation campaign for a new novel has been tied-in directly with the motion picture adaptation.



INNOVATING A MODERN STYLIZATION of its holiday displays for 1964, National Screen Service has developed 3 attractive posters of unique creative artistry to enable theatremen to express their Season's Greetings in standard size lobby frames. Offered as a holiday trio package at a



special bargain price, the displays can be purchased individually. All of the posters are silk-screened in full brilliant color. The 30" x 40" Christmas display exudes the personal charm of Santa Claus in a manner that is appealing and attractive. The 30" x 40" New Year displays presents



a smiling masque of show-business with modern overtones that results in an artistic quality display. The 40" x 60" display introduces a modernistic approach that extends Season's Greetings with symbolic touches such as the the falling snowflakes the elves and the Christmas tree.





Sidewalk Bally



Trick Mirrors



Door Cut-outs



University Trampoline Team

## BALLYS ON THE MAD SIDE FOR MAD WORLD IN BUFFALO

SAM GILMAN, LOEW'S STATE, Syracuse, N. Y., recently dipped into his exploitation bag of tricks and come up with some slightly "mad" stunts to bally United Artists-Cinerama "It's A Mad, Mad, Mad, Mad World," a picture which certainly adapts itself to whatever efforts along these lines that you might use in its behalf.

Gilman's utilization of the Syracuse University Trampoline Team who did fancy tricks on their equipment in front of the theatre during two evenings, was justified by a card reading: "We're not really MAD we're just jumping for joy because we just saw 'It's A Mad, Mad, Mad, Mad World' at Loew's." The college athletes created the desired attention.

Planter's "Mr. Peanut" was pressed into street ballyhoo service. His top hat was topped by a small tie-in sign reading: "Nuts, nuts, nuts, nuts—They're All Nuts in 'It's A Mad, Mad, Mad, Mad World.'"

Several trick mirrors were installed in the outer lobby with it being suggested to passers-by that "If you think this is funny—wait until you see 'It's A Mad, Mad, Mad, Mad World.'"

Through the cooperation of William Trambukis, Tech Theatre, Buffalo, Gilman obtained the special cut-out material put to good use on the theatre entrance doors and on the marquee. The transparencies on the marquee were especially effective.

The film now in general release after lengthy road-show engagements in some cities certainly lends itself to whatever zany exploitation efforts you might conceive to sell it to the public.



Marquee Transparency



## THE EXHIBITOR'S EXPLOITATION EFFORTS

FRANCIS DE ZENGREMAL, Schine's Holland, Bellafontaine, Ohio, gave Warners' "Robin And The 7 Hoods" quite a push recently via a campaign which was launched with a radio contest where listeners were asked to drop a post card to the radio station, casting their ballot for their favorite singer among the stars of "Robin And The 7 Hoods." Post cards were then pulled from the entries and the winners received a sound-track album from the picture. A lobby display was set up in a local I.G.A. food store tying in the movie with Robin Hood Flour. In return for the display, the store donated 1000 Robin Hood hats for a give-away . . . and the theatre received mention in their newspaper ads.

A clever tie-up was made with the U. S. Army Recruiting Office. The office put a sign in their window which read, "If You're at Home Under A HOOD . . . There's A Place For You In The Army As An Automotive Mechanic. If You're In The Mood For Music, Fun & Laughter See "Robin And etc. . . . playdate. . . . theatre."

The album from the movie was played over the theatre's p.a. system several days before opening and all during the run.

At one of the city's open-air record hops, the disc jockey in charge of the music wore a "Robin Hood" hat and plugged the picture. Must be DeZengremal got a lot of mileage out of the give-away Robin Hood hats, inasmuch as they were spotted all over the city . . . almost a thousand street ballyhoo's for the attraction!

For a second ring-a-ding radio contest and attention-getter, using guest tickets for an incentive he was able to get seven teen-age boys dressed in leather jackets, sun glasses, etc., to patrol a certain area of town each, with a small sandwich board sign reading, "I am Not Really A 'Hood.' I'm Just An Average Teen-Age Student In Disguise. . . But For Real 'Hoods,' Music & Laughter, See "Robin And The 7 Hoods . . . Now Playing, etc." The radio station announced that all the contestant had to do was get in a car or on a bike and buzz around town and find all the seven "hoods." Then, if they arrived at the Holland Theatre with a complete list of the locations of all seven "hoods," they would be the guest of the Holland Theatre to see this attraction. Francis reports that almost 40 people took the time and trouble to get a complete list . . . and many, many more came close. Since these boys created so much interest and word-of-mouth, DeZengremal decided to use them the next day in a centennial parade in a near-by-city . . . where they gave away more "Robin Hood" hats. Not content with even all the aforementioned publicity for this attraction, he came up with a tie-in with a local car dealer that resulted in several co-op newspaper ads such as one of four columns x 10 1/2 inches.

CHARLES COBURN, Rialto, Pleasantville, N. J., recently extended an invitation to patrons via his regular programs to which was attached a stapled snipe of a sound film print, to learn more about films and projection at his theatre. Program copy read: "Sound on film . . . The sound track is printed three feet below the "frame with the picture"; sprocket holes pull each frame to a complete stop, 16 times a second—giving the illusion of motion . . . Interested? We are



This 30" x 40" Special Events Display created by National Screen Service, in full color, extends Seasonal Greetings to patrons for Thanksgiving. The striking background is silk-screened in flaming color. The display is economical and "undated" so exhibitors can save it for use year after year.

## "ROUSTABOUT" BULLETIN

A special Showman's Exploitation and Merchandising Bulletin on Hal Wallis' "Roustabout" has been serviced to exhibitors throughout the country in conjunction with Paramount Pictures' November release of the Elvis Presley attraction.

The comprehensive manual presents a complete outline of suggested activities for a local "Roustabout" campaign. Among the areas covered are the extensive music promotion with RCA Victor Records, a newspaper coloring contest, merchant co-op ads, a special newspaper caricature by Cristiano and numerous exploitation stunts and tie-ins.

proud of our Rialto Theatre and its continued service to the Community. Over the years we have improved our equipment, tried to improve our type of feature pictures so as to bring as many varied types of entertainment to Pleasantville as it warrants—Your comments will always be welcome. Any group (six or more) accompanied by Den 'Mother,' teacher, parent, scout master, et al, will be welcome to tour the Rialto Theatre, including the projection booth. Make arrangements with the manager and be our guest, any day except Thursday or Saturday."



Aware that in an election year pickets are sure attention getters, Columbia Pictures exploiters recently capitalized on this technique in their campaign for "Fail Safe," Loew's State, in Manhattan, New York.

## Telescopes On "Moon"

A high-powered promotional campaign sponsored jointly by Unitron Telescopes and Columbia Pictures for Charles H. Schneer's "First Men IN The Moon" will command major display space in department stores throughout the country timed with the opening of the film at Thanksgiving.

An arrangement between Columbia, distributor of "First Men IN The Moon," and the Unitron Microscope Company will utilize Unitron 750 telescopes as prizes in local-level contests designed to magnify interest in the Columbia science-fiction thriller based on H. G. Wells' novel.

Department store displays in major cities will feature the telescopes as well as window streamers action photos from the film, and appropriate tie-in copy.

## VOGUE'S "FAIR LADY"

Vogue magazine, in its October issue, comes back with an unprecedented 21 more pages on "My Fair Lady." Under the headline, "My Fair Lady: The off-screen fashion life," Vogue says, "Inspired by the spirit of the Warner Bros. movie and brought to life by America's fashion designers and fine stores across the country, the clothes on the next 20 pages sum up the My Fair Lady influence: purely contemporary prettiness, headlong charm, heartbreaking allure."

Another major magazine, Good Housekeeping, also gives second-time attention to the Warner Bros. film with a lengthy article by Lyn Tornabene on Rex Harrison, who stars opposite Audrey Hepburn in "My Fair Lady."

## Color Art For "Marriage"

Embassy Pictures is launching a special, national color-art service for newspapers and magazines as part of the overall promotional campaign on Joseph E. Levine's "Marriage—Italian Style."

Starring Sophia Loren and Marcello Mastroianni, under Vittorio De Sica's direction, the romantic comedy, in color, will make its debut this Christmas.

A selection of color transparencies, coupled with editorial materials and geared to the specific requirements of the various media, will be serviced across the country.

**SEMINAR** (Continued from page EX-625) boasts an average circulation of more than 250,000, and the utilization of Food Fair radio spots on WOR, WNBC, WABC, WINS, WNEW, WVNJ, WHN and WCBS to promote the tie-in and the film. Six winners of the contest will be flown to Kingston, Jamaica, via Pan American for a week's vacation at the Sheraton Kingston.

A unique lobby display was also brought to the attention of the assembled exhibitors concentrating on a "Now You Can Touch the Moon" theme. It features a full color blow-up of the surface of the moon with real meteoritic material covering the photo. Theatre patrons and passers-by will actually be able to touch moon particles as well as view shadow-box stills from the film through six peepholes.

The theatremen also heard about many other "First Men IN The Moon" projects, among them the nationally televised Macy's parade which will feature a "Moon" float, and Col. John "Shorty" Powers' endorsement of the film which will be used extensively in newspaper ads, posters, lobby displays and radio and television spots.

The seminar concluded with a brainstorming session among participants to guarantee coverage of all points of promotion for "First Men IN The Moon."



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

**DOUBLE YOUR KIDDIE SHOWS.** 100 Assorted Toys, Giveaway values up to \$1.00 each at \$30.00 per assortment of 100. Enough for a 6 week kiddie matinee giveaway for the price of a 2 reel comedy. Tried, Tested, and Proven in Theatres Throughout the Territory. Money Back Guarantee if not completely satisfied. Send check in advance and we'll pay the freight. RING BROTHERS, INC., 319 N. 11th St., Philadelphia, Pa. 19107, MA 7-0777.

## CARBON SAVERS

**NEGATIVE CARBON SAVERS** for rotating hi-intensity lamps. Send \$3.50 with size. KIRKS CO., 2111 Northland Rd., Baltimore, Md. 21207.

## EQUIPMENT REPAIRING

**ALL MAKES**, all models projection equipment repaired. LOU WALTERS SALES & SERVICE CO., 4207 Lawnview Ave., Dallas, Texas 75227.

**PLASTIC WELD** will repair plastic marquee letters. \$6.50 pint. PLASTIC WELD, 1100 Harvey, McAllen, Texas.

## IN-CAR HEATERS

500 NEW ARVIN HEATERS for outdoor theatres, \$6.50 each, f.o.b. BERMAN SALES, 524 Smith St., Toledo, Ohio 43601.

## SPEAKER CONES

**DRIVE-IN THEATRE SPEAKER CONES** BAD? Mail one to us for FREE SERVICE; no obligation. High quality; low prices. WESTERN ELECTRONICS CO., 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).

**DRIVE-IN SPEAKERS RECONED** 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 18 E. Trenton Avenue, Morrisville, Pennsylvania.

## THEATRE SEATING

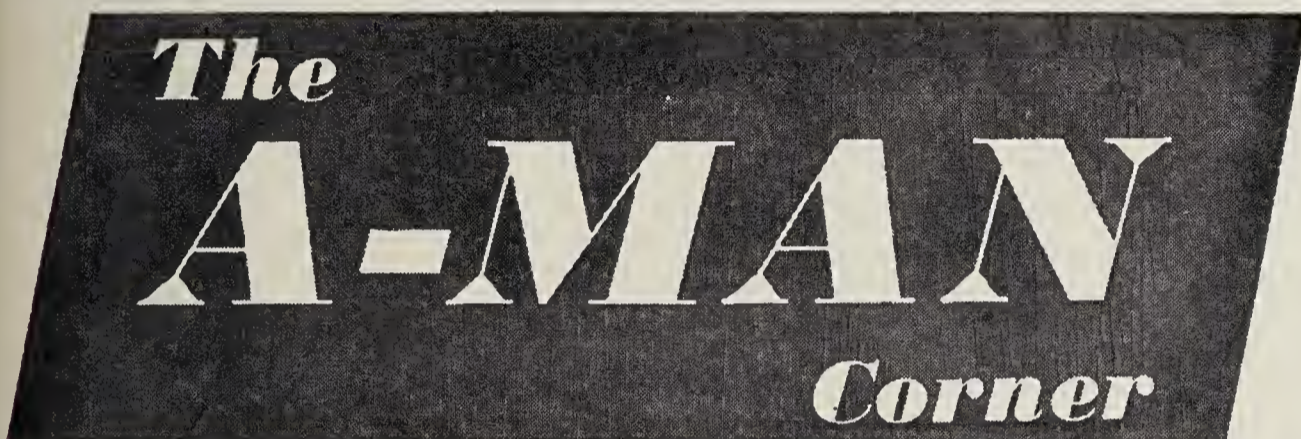
**COMPLETE SEATING SERVICE.** Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## THEATRE FOR SALE

**NEWLY REDECORATED** air conditioned, 625-seat theatre, Westchester County, north of New York City. Wealthy suburb. Proved profitable operation. Call area code 617 CO 7-8182 (Boston, Mass.) 10-12 a.m. daily or write to PARIS CINEMA, 841 Boylston St., Boston, Mass. 02116.

## WINDOW CARDS

**WEEKLY THEATRE** and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (W)OMAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**MANAGER**-Home office executive available. Handle office routine plus circuit advertising-exploitation. Sparkling business building ideas and supervisor talents. Prefer Florida or South. Ample experience. BOX A114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**SHOWMAN**, proven results, 44, college, 30 years experience management, exploitation; booking stage, screen; Cinerama in South; Roxy, New York; publicist. Will relocate, indoor or drive-in, references, ability to produce. BOX B1028, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**WANTED:** Motion picture operator. Full time, permanent-reliable. SELVIL THEATRE, Sellersville, Pa. (1028)

**DIVISION MANAGER**, 20 years with leading independent circuit, seeking supervisory position New York-New Jersey area. Thoroughly experienced deluxe, sub-run, drive-in operations, advertising, exploitation. BOX A1021, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**AVAILABLE OCT. 15**-Supervisor-manager. Wide experience hard ticket treasurer, convention sales, exploitation and auditing. Best industry references, salary open. Locate anywhere. BOX B1021, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**NON-UNION PROJECTIONISTS** seeking permanent position, I have openings in Western Massachusetts for Massachusetts licensed men. Send qualifications to THEATRICAL ENTERPRISES, P. O. Box 165, West Warren, Mass. (1021)

**WANTED:** House manager for conventional theatre located in Connecticut. Independent circuit operation. Give background and qualifications. BOX B114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EX-FILM AUDITOR**, presently living in West, desires position utilizing his talents in East. Thoroughly experienced in all phases of distribution and exhibition. BOX C114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**WANTED:** Manager for Northeast Philadelphia theatre. Must be strong on advertising and publicity. Salary commensurate with ability. Write in confidence. BOX D114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EXPERIENCED RELIABLE PROJECTIONIST** doing graduate work at Indiana University available for relief operation in Bloomington area. Contact JON L. BUSCH, G.R.C. BOX 50, Indiana University, Bloomington, Ind. (1028)

**MANAGER OR SUPERVISOR** available. 25 years experience in management. Indoor or outdoor proposition entertained. Good references. BOX C1028, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EXPERIENCED MANAGER NEEDED** to run deluxe art theatre. Must have extensive knowledge foreign film operation; handle all advertising and exploitation; develop new audiences. Commensurate salary. Excellent opportunities. Ivy league college location. Reply in confidence. BOX A1028, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**YOUR NEW  
1965  
BOOKING  
CALENDAR  
will be mailed  
to you  
with your copy  
of  
November 18th  
Motion Picture  
EXHIBITOR**

Address all Correspondence to— **The A—MAN Corner** {Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107





One in a series of messages to advertisers

# No myths or mysteries, just the facts

The finest advertising doesn't have a chance unless it is seen or heard. The circulation of an advertisement is vital to its success. And, circulation is people ...not the number of advertisements printed or anticipated or projected.

No advertiser can afford expensive guessing. Positive proof of circulation should be demanded. Vague generalities should be discounted. Charts, formulas, and promises are not readers, and can lead your advertising off sales target.

The actual circulation figures...verified count...of this newspaper are available through the report of the Audit Bureau of Circulations.

Exactly how many units of your advertising are delivered into the hands of paying customers? How much do they pay to see your advertising? Where and how is this advertising being delivered?

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Insist on circulation proof when you buy advertising — be ABC-sure.

A copy of our latest ABC Report is available on request.

MOTION PICTURE

# EXHIBITOR



MOTION PICTURE

# EXHIBITOR

NOVEMBER 11, 1964 Volume 72 Number 17

IN TWO SECTIONS • THIS IS SECTION ONE



## Pay-TV 'Corpse' Still Kicking

(See Page 5)

## Interim Financing For Cinerama, Inc.

(See Page 13)

Sonia Furio and Luis Aguilar, who star in Mexico's "The Well," read an account of the San Francisco Film Festival in Motion Picture Exhibitor. See story on page 8. (Photo by Don Lorenzo for MPE).

**ANOTHER PROPHET WITHOUT HONOR?** ■ ■ ■ see editorial—page 3



# We're Taking The Wraps Off "Charlie" For Thanksgiving!

*They don't  
make girls  
like "Charlie"  
anymore—  
(They never did!)*



20<sup>th</sup>  
CENTURY FOX  
presents

**tony  
curtis**

**debbie  
reynolds**

**pat  
boone**

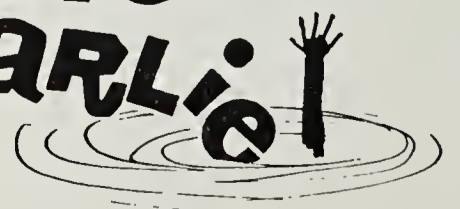
in **GOODBYE  
CHARLIE**

Co-starring *Joanna Barnes / Laura Devon*

and **walter matthau** as Sartori

Produced by *David Weisbart / Vincente Minnelli / Harry Kurnitz* Screenplay by *George Axelrod* Based on the play by *George Axelrod*

Directed by *Vincente Minnelli* Produced on the Stage by *Leland Hayward*  
A Venice Productions Picture · CINEMASCOPE · COLOR by DE LUXE



Hear  
**ANDRE  
PREVIN'S**  
Original  
Soundtrack  
Album On  
20<sup>th</sup>  
Century-Fox  
Records!



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonemaker, feature editor; Mel Konecuff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 72 • No. 17

NOVEMBER 11, 1964

OUR 46th YEAR

## ANOTHER PROPHET WITHOUT HONOR?

THERE IS AN AXIOM that affirms a prophet is without honor in the eyes of his own valet. Irving M. "Bud" Levin, imaginative and untiring exhibitor of San Francisco, doesn't have a valet, but he would seem to fit the axiom. For eight years, he has struggled annually and virtually single-handed to give his city an international film festival. For eight years he has been buffeted by storms of criticism, and has weathered the shoals of an inadequate subsidy for a non-profit cultural movie project for which the city fathers always get credit on the souvenir programs as sponsors.

Until this year, when Bud Levin finally achieved an "A" rating from the body of international film producers that regulates world festivals, there were always in attendance on opening night the Mayor, the president of the San Francisco Art Commission (programmed as festival sponsor), and other token civic representatives. This year, no such dignitaries appeared.

In the past, the city has budgeted as much as \$20,000 for festival expenses; funds taken from the local \$1 million hotel sales tax on transients and *not* from the taxpayer's pocket. This year, the city allotment was cut to \$10,000. In spite of

this and other barriers, the eighth annual San Francisco International Film Festival was colorfully presented for two continuous weeks at the Coronet.

Bud Levin has elevated his city in stature as a global cinema showcase to the level of Cannes, Berlin, Karlovy Vary, and Venice. This year, five of the 18 feature films presented were world premieres. This year, the infant republic of Israel got its foot in the door of international movie distribution because Bud Levin dared to schedule "Sallah," a picture with an unknown star and scenarist-director. It just so happened that "Sallah" won two Golden Gate awards for best actor and best screenplay. The judges were from Hollywood, England, and Russia.

Before, during, and after this year's festival, Bud Levin was a walking pin cushion for critical barbs. Yet the foreign press, exhibitors and producers were lavish with their accolades. So were American film distributors from New York who attended the festival.

Does San Francisco really want to relegate Irving M. Levin to the limbo of a prophet without honor?

## ARE THE BEST THINGS IN LIFE ALWAYS FREE?

THE MOTION PICTURE INDUSTRY is quicker than most to come to the aid of a good cause. This is as it should be. The industry also takes pride in the accomplishments of its leaders and enjoys gathering together to honor them for professional and philanthropic works. This also is as it should be.

On these occasions, a prominent industry executive is named to be chairman and a prominent advertising or promotion chief heads up the publicity. The affair might be a luncheon for charity or a vote of thanks to a gallant showman, but the procedure seldom varies. The gentleman in charge of publicity contacts the industry trade press to spread the good word. He knows his releases will reach his audience if they appear in the trade press. He knows that his full page advertisements (provided gratis by the trade press) will be read, and will make an impression.

The trade press is happy to provide these services, in addition to the many others it furnishes for its readers. All this

is as it should be.

However, the trade press can't help but wonder at a seeming paradox in all this. How is it that the same executive who needs the trade press for these institutional ads often decides to go it alone when publicising a motion picture costing upwards of a million dollars? How come this advertising, so important when it comes free, is considered a luxury rather than a necessity when it must be purchased?

We may be understandably prejudiced, but we consider trade press advertising one of the most important and most economic promotional tools available for the selling of screen entertainment. So many theatre owners agree. Yet the product shortage has been accompanied by an advertising cutback in the trade press.

If you really want to get your message to the trade, the pages of your own trade press provide the best buy you can make. Isn't that a fact?

## THE REAL MEANING OF GOOD WILL

MEN WHO LOVE the motion picture industry will never forget William F. Rodgers, former general sales manager of Metro-Goldwyn-Mayer. Attending a Chicago meeting back in 1945, Bill said, "Good will, as I understand its meaning, is the evidence of confidence, one in the other, and based on the performance of both. It is not a one way passage, or a fair weather experience—but a reciprocal understanding appli-

cable to good and bad conditions alike, and can only be lasting where the sincerity of purpose is an accepted fact."

Bill Rodgers lived by these precepts, and that is why he was loved, respected and trusted by all who knew him. He earned MGM a reputation as "The Friendly Company," and happily the name has stuck.

The industry needs more men willing to live by quotations like this one.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

Charles R. Blatt, president, Blatt Brothers Theatres Corporation, Pittsburgh, died at his Somerset, Pa., home. The Blatt Company operates the Star Drive-In, Blasdell; Park Drive-In, Ebenezer; Skyway Lakeshore, Athol Springs; and Aurora, indoor house in East Aurora, all in the Buffalo area.

Phil Duncan, retired legitimate theatre showman and manager of motion picture theatres, died recently at his residence in Gramercy, La., after an illness of several weeks. He was at one time a partner of Joy N. Houck and Louis J. Maurin. His only survivor is a sister who resides in San Antonio, Texas.

Harry K. Oliphint, 72, formerly associated with Saenger Brothers, the late E. V. Richards, Jr., Paramount Richards Theatres, etc., and later treasurer of Paramount Gulf Theatres, died. After his retirement in 1958, he became consultant for the Richards Family interest. He died at Baton Rouge General Hospital after a heart attack.

Pedro A. Pietri, 55, Universal manager for Puerto Rico, died in San Juan. He joined Universal in 1949 as assistant manager for Puerto Rico and was promoted to manager in 1956.

### Sick Call

Emanuel Frisch, treasurer of Randforce Amusement Corporation, is in Brooklyn Jewish Hospital recuperating from recent surgery.

Gene Tunick, United Artists eastern division manager, is hospitalized in Port Chester, N. Y., for minor surgery. There is no truth to the rumor that this has come about as a result of competitive bidding.

### "Great Strides" To Unity

NEW YORK—Following a joint session at the Americana Hotel, representatives of Theatre Owners of America and Allied States Association of Motion Picture Exhibitors, issued a statement that "great strides" toward the establishment of a single national exhibitor organization were achieved.

The statement disclosed that "the most important structural problems relating to the creation of one unified exhibitor organization were discussed. Agreement was reached on all areas considered by both organizations and a drafting committee was established. A plan will be presented for consideration by the respective boards of directors at their next meetings."

Named to the drafting committee were president Sumner Redstone and Julian Rifkin, representing TOA; and Marshall Fine and Irving Dollinger, representing Allied States.

### Broumas Names Keen

WINCHESTER, VA. — John G. Broumas, president of the 53 theatre Broumas Circuit, announced the appointment of Lamar H. Keen as the manager of the New Plaza, Winchester, Va., due to open today (Nov. 11).

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., NOV. 9

### STV Drops Calif. Programs; Bitter Court Battle Coming

SANTA MONICA — Sylvester L. (Pat) Weaver, president of Subscription Television, Inc., announced that STV has suspended transmission of programming (effective yesterday, Nov. 10).

Weaver also announced that STV is refunding a five dollar installation charge to 2,000 subscribers in San Francisco and 4,000 in Los Angeles. He said STV would carry the fight to overrule the denial of legal status to pay-tv by the controversial Proposition 15 referendum to the Supreme Court, if necessary.

He said his firm would "most certainly" seek redress against California exhibitors and others who supported Proposition 15 in an already filed \$117 million Los Angeles Superior Court suit.

The exhibitors themselves, at least in northern California, were realistic about the victory in a campaign originally sparkplugged more than a year ago by the Northern California Theatres Association's president Roy Cooper. As soon as the alert exhibitor realized that S-TV was all set with a \$28 million budget raised almost overnight with a stock issue to invade the territory, Cooper rallied NCTA members to organizing opposition, which resulted in placing Proposition 15 initiative on the State ballot. Neglecting his own chain of theatres, Cooper then went to southern California and needled that area's exhibitors into action. The upshot was a compact statewide organization to fight pay-tv. Arnold Childhouse, a busy executive of United California Theatres, took over the state chairmanship of the Crusade for Free TV. From that exhibitor effort emerged the statewide Citizens Committee Against Pay-TV, headed by Philip F. Harling.



## BROADWAY GROSSES

### Veteran's Day Boost

NEW YORK — Grosses appeared to be helped in some spots by Veteran's Day crowds. Business was seasonally good, with a strong opener for "Where Love Has Gone," Loew's Capitol, and capacity for "My Fair Lady."

"MARY POPPINS" (Buena Vista). Radio City Music Hall, with stage show, reported the Disney show holding for the seventh week at a hefty \$145,000.

"THE OUTRAGE" (MGM). DeMille claimed \$13,000 for the fifth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (United Artists—Cinerama). Warner Cinerama announced \$15,768 total for the 51st week.

"THE AMERICANIZATION OF EMILY" (MGM). Loew's State reported \$30,000 for the second week.

"WHERE LOVE HAS GONE" (Paramount). Loew's Capitol had a good opening week of \$27,642.

"LILITH" (Columbia). Victoria garnered \$10,000 for the sixth week.

"TOPKAPI" (UA). Astor reported \$21,000 for the eighth week.

"MY FAIR LADY" (WB). Criterion continued capacity with \$57,560 for the third week of 10 performances at some holiday prices.

"YOUNGBLOOD HAWKE" (WB). Rivoli reported \$18,000 for the opening week.

"KITTEN WITH A WHIP" (Universal). Palace tallied a first week gross of \$15,000.

### U Shifts Sales Execs

NEW YORK—Henry H. "Hi" Martin, Universal vice-president and general sales manager, announced a series of new appointments.

Robert N. Wilkinson is assistant general sales manager. Norman E. Gluck becomes the sales manager of short subjects and newsreels department. James J. Jordan becomes assistant to the general sales manager. Jack B. Huber has been designated as manager of the contract—playdate department.



Melvin L. Gold, president, Associated Motion Picture Advertisers, recently presented, among other awards, a special award to Columbia Pictures "for 40 years of service to the industry," and, left, Robert S. Ferguson, vice-president in charge of advertising and publicity for the company, accepted; on the right, Gold presents the exhibitor service plaque for Robert W. Selig, National General Corporation, to Jay Wooten, right, president, United Theatre Owners of the Heart of America, who accepted on behalf of Selig.



# Pay TV 'Corpse' Still Kicking

## Calif. Voters Reject STV; Last Word Up To Court; Weaver, Harling Promise Battle To Bitter End

LOS ANGELES—Pay-tv, some say, is now officially dead—at least in California where voters adopted the widely publicized Proposition 15 outlawing toll television in the State.

Others, including Subscription Television, Inc., president Sylvester L. (Pat) Weaver, would argue the above.

At issue in the wake of the rejection on a statewide referendum by Californians is a very lively corpse and a great many legal questions as to the methods by which pay-tv was dispatched.

Running a strong third to the Murphy-Salinger senatorial race and the yes-we-want-no-bananas wording on the fair housing law repeal for nationwide attention in the California election antics was the vigorously contested abolition measure which, in effect, has made it impossible for a legitimate business enterprise to engage in operations within the state.

Both sides in the battle over toll programming have pledged to fight onward to final victory. STV, said Weaver in a statement issued to the press from Santa Monica headquarters, will appeal the results of the recent defeat at the polls to the courts, the Department of Justice, the Federal Communications Commission, and Congress. In the opposite corner, Philip F. Harling, chairman of the Joint Committee Against Pay-TV, said an attempt to consolidate the California victory for his forces will be made in the form of an appeal to Congress to legislate nationally against any form of television that requires direct fees from viewers.

Weaver said that STV will fight the California setback since "there is no doubt that the proposition which was aimed at outlawing a legitimate enterprise is unconstitutional and a violation of the First Amendment." He stated, following a strong dip in over-the-counter price on two million shares of STV stock outstanding at present, that his company wishes "to protect not only the stockholders but also the public, both of whom are victims of this vicious conspiracy.

"We will not take away from the public the type of programs they now see on commercial television," he said. "All knowledgeable, honest people know that the public television channels will always service the public with the type of advertiser-supported programming they are now seeing.

"These same knowledgeable people also know that STV will offer the public the type of programming they cannot now and never will see on commercial television, demonstrated by the fact that none of our 6,000 subscribers has cancelled our service."

Prior to the election, Weaver had said that if STV was rejected by California voters, they were prepared to shift their operations to another area. At present, however, it appears that no such moves will be made until the outcome of STV's appeals through the courts are learned.

Harling, on the other hand, contends that the public would fare no better with toll

## Detroit Newspaper Strike Now 122 Days Old

TOLEDO — At the urging of federal mediators, the two striking unions and the Detroit Newspaper Publishers' Association met here.

This is the first time in two weeks another effort has been made to end the strike, now in its 122nd day.

Mayor Jerome P. Cavanagh of Detroit, Governor George Romney of Michigan, and finally at last meeting, President Lyndon B. Johnson summoned the unions and publishers to Washington in an endeavor to break the deadlock.

## Tax Raps Poor Pix

HELSINKI—Finland has come up with a new regulation which is a combination of a hefty tax and a form of censorship. It does not prohibit but socks the exhibitor in the pocketbook.

If the powers-that-be hold an attraction to be either "artistically or ethically poor," a tax of 30 percent of the gate is imposed. Other films, presumably all considered artistically and ethically good, are only taxed 10 percent.

Tax free are children's, documentary, educational, and scientific films.

programming than they do with existing commercial presentations. He said, "I am delighted that the voters in California indicated that Pay-TV is not in the public interest. This recall of an act of California legislature has nothing to do with free enterprise. It must be remembered that it was a legislative act ostensibly for excise tax purposes that created the short term enterprise of Pay-TV."

He said, "The people's right to protect free-TV should have an impact upon the FCC if and when the Hartford experiment comes up for a public hearing in June of 1965." He added that "whenever and wherever an attempt will be made to revive pay-tv in any form, the Joint Committee Against Pay-TV will continue with all the force at its command to oppose vigorously an in-roads which directly or indirectly jeopardize free viewing television."

The outcome of the Proposition 15 vote was, said Dana Andrews, president of the Screen Actors Guild and the Free Trial for Pay TV Council, "only a temporary setback for voluntary subscription television in the home."

He said, "An incredible amount of money was spent by the theatre owners of the nation to buy an affirmative vote, but we expect that ultimately, the courts will hold this prohibition measure unconstitutional."

It is expected that, since any type of question can be put before the voters in a California referendum, both Proposition 15 and its running mate, the hotly argued Proposition 14, doing away with a state fair housing bill, will find further grounds for argument in the courts.

## Supreme Court Sets Date In Baltimore Censor Case

NEW YORK—The Supreme Court of the United States has set Thursday, Nov. 19, as the date it will hear oral arguments in the case of a Baltimore theatre owner who is appealing his conviction for violation of the Maryland film censorship law, it was announced by Felix J. Bilgrey, chief counsel for the exhibitor.

The appellant in the case is Ronald L. Freedman, operator of the Rex, Baltimore, who was arrested and convicted for exhibiting "Revenge at Daybreak" after refusing to submit it to the Maryland Motion Picture Censor Board. "Revenge at Daybreak," a Times Film Corporation release, deals with the Irish rebellion and admittedly has no objectionable scenes.

In urging Supreme Court reversal of Freedman's conviction, Bilgrey's brief states: "To acknowledge appellant's constitutional right of free expression and to stamp him a criminal for exercising that right would take us back to a never-never land of jurisprudence unimagined even by the great author of Areopagitica."

Freedman's appeal has the support of the American Civil Liberties Union, which has filed a brief as a friend of the court. In expressing gratitude to the ACLU, Bilgrey said the arguments presented in the ACLU brief "are forcefully stated and lend eloquent clarity to the contention that motion pictures deserve the same protection from censorship that the law provides for all other media of expression.

## Trans-Texas Ups Empey

DALLAS — Earl Podolnick, president of Trans-Texas Theatres, Inc., with offices here and in Austin, Tex., announced the appointment of Dick Empey as advertising and publicity director for the Trans-Texas circuit, which operates nine theatres in Texas. Empey has been associated with Trans-Texas for two years, being assistant advertising and publicity director for the past year and a half. Prior to joining Trans-Texas, Empey was managing director of the Granada, Duluth, Minn. Previously, he served as advertising and publicity director in the Detroit office of Metro-Goldwyn-Mayer, and has managed theatres in Milwaukee and Detroit.

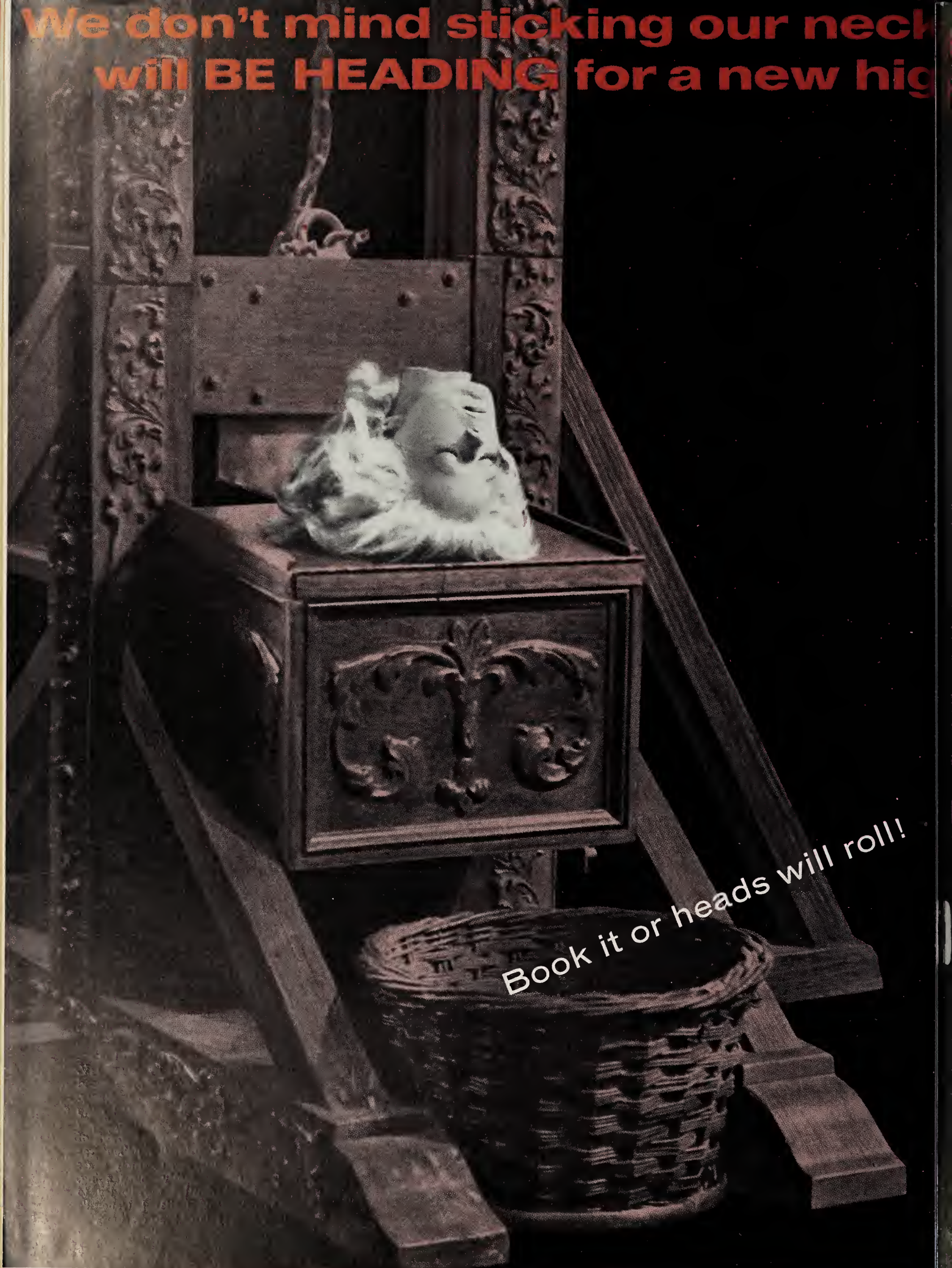
## NGC Lists Bonds, Warrants

LOS ANGELES — Trading began on the American Stock Exchange of National General Corp.'s five per cent subordinated debentures due May 15, 1984, and its 10-year common stock purchase warrants (full share warrants), it was announced by Eugene V. Klein, president of the Los Angeles-based circuit operator and entertainment company. The announcement followed approval by the ASE for listing of the two securities.

There are \$12,687,200, principal amount, of the five per cent subordinated debentures and 848,638 of the 10-year common stock purchase warrants presently outstanding. Each such warrant entitles the holder to purchase one share of National General's common stock at a price of \$15 per share.



**We don't mind sticking our neck  
will BE HEADING for a new high**



**Book it or heads will roll!**

Music: Max Steiner • Screenplay by Henry Slesar and John Kneubuhl • Story by Henry S



...but Warner Bros.  
horror!



# Two on a Guillotine

—or 7 days in a House of Terror  
—or the unkindest cut of all.



CONNIE STEVENS · DEAN JONES and CESAR ROMERO



**This is  
just the  
beginning of  
Warner Bros.'  
'heads-up'  
'heads-off'  
showmanship  
campaign  
that will  
launch this  
monumental  
masterpiece  
of the  
macabre.  
Further  
announcements  
of national  
trade  
showings  
will appear  
shortly.**



# Triumph At San Francisco Festival Is Big Boost For Israeli Industry

By MARK GIBBONS  
San Francisco Bureau

SAN FRANCISCO—The eighth annual International Film Festival has passed into cinerama history, but an echo of one phase of its success still reverberates as far away as the young Republic of Israel and its embryonic motion picture industry. Israel's winning of two major Golden Gate awards—best actor and best screenplay with its "Sallah" entry—is considered by its leaders as a decided shot in the arm as a movie making locale for both native and foreign producers in the nation founded in 1948.

"The greatest boost we could receive for international recognition in the motion picture business," Joseph Yaakov, press and cultural attache of the Israeli consulate in New York, told MOTION PICTURE EXHIBITOR in a long distance phone call to this reporter.

"Great, simply great," enthused Gideon Saguy, the San Francisco consul general, who was on hand to rejoice with actor Haym Topol and scenarist Ephraim Kishon, who also directed the script from his original story. Menohem Golan was the producer.

Between them, the two consular officials disclosed interesting data concerning Israel's current status as a film producing nation. Two major films are now being filmed in Israel, Paramount's "Judith," with Sophia Loren, and the British production "She." Plans to make other important foreign films there are well into the negotiation stage, notably by Italy, France, and Great Britain, said Yaakov, who explained some of the benefits Israel offers producers from abroad: financial concessions in taxes that most nations impose on foreign business ventures; government assistance in providing mass extras in pictures requiring casts of thousands of performers; and full cooperation from the Israel army. As for Israeli producers with high hopes and low financial resources, Yaakov said, there are special rates on bank loans to put the show on the road. "Israel is going all out to establish herself as an important movie producing country," he added.

Consul Saguy revealed that with a population of 2.5 million, Israel has the second largest movie attendance per capita in the world, with West Germany the first. Movie houses total more than 250 with 30 in Tel Aviv, 14 in Jerusalem, 24 in Haifa, and an average of four or five in scores of smaller communities, Saguy asserted.

"Of course," the consul admitted, "we don't have the competition existing in the United States and other nations—television."

Apart from many documentaries and government-inspired educational shorts, Israel is producing four or five feature length movies annually but expects to step up this production, Saguy said, and then went on to put in a commercial plug for "Hetzo Palestine" (Heads or Tails), which he viewed on his last trip to his homeland. He said he believed it was ripe for distribution in U. S. theatres.

If Irving M. "Bud" Levin's head is bloody from blows of criticism at home anent his stewardship of the San Francisco Festival, it remains unbowed in the light of praise heaped on him by foreigners who attended the eighth



Ephraim Kishon, center, was winner of the Golden Gate Award at the San Francisco International Film Festival for the best screenplay, Israel's "Sallah." He is flanked by Israeli Consul General Gideon Saguy and Mrs. Saguy, who went into raptures when the award was announced.

annual competition he founded.

Spain's Jaime Camino, whose "The Happy Sixties" was an unsuccessful entry, called it "the best festival anywhere,, anytime." Producer Raul de Anda of Mexico, whose "The Well" captured the best supporting actor award for Dagoberto Rodriguez, described it as "a happy event and a credit to American exhibition and Mr. Levin." Italy's Marco Vicario and Germany's Peter Bamberger, who presented "The Naked Hours" and "Encounter in Salzburg," respectively, failed to win an award, but called it a successful festival. Consular delegations, including those with only short subject entries, all praised it. So did the Russians, one of them a judge.

A tempered derogatory comment was offered, but not at director Levin, by Holland's Bert Haanstra, whose triple prize-

## Two To Cinema V

NEW YORK—Two major acquisitions for distribution by Cinema V were announced by the company's executive vice-president, Carl Peppercorn. Cinema V has acquired "Nothing But A Man" and "Nobody Waved Goodbye" for release in 1965.

Both films were singled out for considerable attention and praise when they were shown at the second New York Film Festival at Lincoln Center in September. In addition, "Nothing But A Man" won two prizes when shown a month earlier at the Venice Film Festival.

Peppercorn added, "This bears out an observation I made earlier this year to the effect that we would not be limited to foreign films and, in fact, hoped to encourage the young film-makers who are now on the verge of giving our own country a position similar to that enjoyed in past years by 'the angry young men' of England, the neo-realists in Italy, and the new wave in France."

winning color documentary, "The Human Dutch," was screened out of competition after winning awards this year at Berlin, Edinburgh, and Cork. Haanstra, who has won an Academy Award ("The Zoo," a short) as well as a previous Golden Gate trophy for "Rembrandt, Painter of Man," said:

"This is my first time in the United States and I am amazed—and saddened—at the local apathy to the Festival. Where are all your film-makers? Where is Hollywood? Where are the audiences that in Europe fill the streets trying to get into the pictures?"

"Please, don't think me an unpleasant guest. I think this city of San Francisco is so splendid—has it been done yet in film? An honest documentary? I would be one who would love to do it."

The Hollander did not elaborate on whether the documentary he would like to make in the city by the Golden Gate would concern itself with civic criticism of Bud Levin's annual international cinema exposition endeavor.



Photos by: DON LORENZO

Seen at the recent San Francisco International Film Festival were, left, Alessandro Savorgnan, who hosted a post-performance banquet, watching as Helena Rattazzi, European syndicated newspaper columnist, collected an autograph from Rossana Podesta, co-star of Italy's entry, "The Naked Hours"; and right, Mark Donskoy, the U.S.S.R. member of the festival judges, bestows a kiss on Danish Maud Berthelsen, who was adjudged best actress for her role in her country's "Epilogue." Smiling approval are Israel's director-scenarist Ephraim Kishon and actor Haym Topol, also Golden Gate award recipients for best screenplay and best actor.



## MCA, Sheraton Announce Hotel On Universal Lot

UNIVERSAL CITY, CALIF.—Far-reaching plans for the construction of a multi-million dollar, 500-room luxury hotel to be known as the Sheraton-Universal—the Hotel of the Stars—were announced by MCA, Inc., and the Sheraton Corporation of America.

The 12-story building, designed to be the most modern in the Los Angeles area, will be the largest hotel in the San Fernando Valley. It is scheduled for 1966 completion. Groundbreaking is expected early in 1965.

The construction will be the first phase of a \$40-million, 1,800-room complex to be built in the near future by MCA. The Sheraton Corporation will lease and operate the 500-room hotel under a long-term contract.

Feasibility of the project was indicated in an extensive survey for MCA, Inc., by Economics Research Associates of Los Angeles.

Lew R. Wasserman, MCA president, and Ernest Henderson III, president of the international Sheraton system, joined in the announcement at Universal City Studios.

"Sheraton is convinced that this project is an expression of its faith in the continued growth of southern California as a major world commerce area," Henderson asserted. This will be the largest Sheraton of its western group.

The site is being cleared on four acres overlooking the Hollywood Freeway. From 1966 through 1968, a second tower and luxury motor hotel facilities will be added, according to present plans.

The hotel complex will be situated adjacent to the projected 10-acre Hollywood Visitors Village, on which pre-construction work has started. Beginning next summer, the village will be a central attraction of the Universal City studio tour program.

The tours have proven so popular that the studio plans to operate 14 motor trams on a continuous schedule, instead of the present three trams on a five-day schedule.

Nearing completion is the 14-story MCA Tower, hub of the \$10 million Universal City Plaza, in which E. F. Hutton and Company recently opened a branch. Other new buildings on the Universal lot include a Bank of America branch, a Post Office, and—still under construction—a \$5 million Technicolor laboratory.

# NGC Expects 85% Gain In Earnings, Led By Improving Theatre Grosses

## Burk To Para. Studio Business Affairs Post

HOLLYWOOD — Arnold D. Burk has been appointed executive in charge of business affairs for Paramount Studio, it was announced by Howard W. Koch, production and studio head of Paramount.

Koch said that Burk "will prove a tremendous asset in Paramount's greatly expanded production program. His wide experience with production and business matters equips him well for this important post, in which he will be working very closely with me."

Burk has resigned as executive assistant to Arthur B. Krim, president of United Artists, to accept his new post with Paramount. He joined UA in 1955 and was transferred to Hollywood in 1960 as executive assistant to Robert F. Blumofe, vice-president in charge of west coast operations.

## Two USIA Films Honored

WASHINGTON—Carl T. Rowan, director of the U. S. Information Agency, announced that two USIA motion pictures won top awards in international film festivals in October.

"Nine from Little Rock," directed by Charles Guggenheim, received the Golden Gate Award, first prize in its class, at the San Francisco International Film Festival. The film portrays the useful and responsible roles in American life assumed by the nine Negro students originally integrated into Central High School, Little Rock, Ark., in 1957.

"The March" won the Miquelido de Oro, first prize at the International Film Festival at Bilbao, Spain, as well as a special citation from the International Committee of Films Education and Culture. The documentary depicted the orderly nature of the civil rights proceedings and the widespread participation of non-Negroes in the peaceful procession in Washington.

NEW YORK—National General Corp. expects to report net operating income after taxes of about 65 cents a share for the year ended Sept. 29, with the major contribution from steadily improving theatre operations, Eugene V. Klein, president, told a meeting of the New York Society of Security Analysts.

This is a gain of some 85 per cent over fiscal 1963, when the Los Angeles-based theatre operator and entertainment company earned \$1,203,189, or 35 cents a share from operations—a figure computed, as in the year just ended, without consideration of operating loss carry forward and excluding capital gains. At the close of the recent fiscal year, NGC had 3,592,523 common shares outstanding, versus 3,587,965 a year earlier.

Klein outlined a number of programs now underway at NGC aimed at accelerating attendance growth at its 217-theatre circuit, as well as producing new entertainment revenues for the company. Among the most significant of these is the nation-wide closed circuit theatre tv operations of Theatre Color-Vision Corp., an NGC subsidiary.

This organization is now co-producing in theatres of several major U. S. cities closed circuit telecasts of National Football League games, and earlier this year staged similar telecasts of such attractions as The Beatles and the Indianapolis "500" auto racing classic. Plans call for expansion of such activities in the future, the company chief executive added.

Another fast-developing entertainment operation is the motion picture production work of another NGC subsidiary, Carthay Center Productions, Inc. Carthay announced that it hopes to have the startup of pre-production schedules on three out of five feature films within a short period of time.

The NGC president stressed his company's commitment to broadening its role in the nation's entertainment industry and cited current programs to modernize and expand theatre operations, plus such supporting undertakings as Theatre Color-Vision and Carthay Center Productions as efforts in this direction.

"The nation's theatre entertainment industry," he said, "is experiencing a major renaissance in its audiences and the type of product they demand. The matured American audience has outgrown the canned melodramas of yesteryear's movies and is showing definite signs of tiring of much of the entertainment available on television.

"The result is both an opportunity and a challenge for the theatre entertainment industry to provide the kind of product the public now demands. Because the people today have more leisure time and more money to spend enjoying it than ever before, their interest in a frequent 'evening out' is increasing. It's up to our industry to attract them to theatres with first-class convenience, comfort, and above all, entertainment quality."

## Rugoff To Dinner Post

NEW YORK—Donald S. Rugoff, president of Rugoff Theatres and president of the distribution company, Cinema V, will serve as exhibitor chairman for the International Film Awards Dinner, according to Walter Reade, Jr., dinner chairman.



Attending the recent world premiere of MGM-Filmways' "The Americanization Of Emily," Loew's State, New York City, recently were, left to right, author William Bradford Huie; Maurice R. Silverstein, president, MGM International; Robert Weitman, MGM vice-president in charge of production; Robert H. O'Brien, MGM president; producer Martin Ransohoff; stars Julie Andrews and James Garner; Mrs. James Garner; star James Coburn; and director Arthur Hiller.



# N.C. Cablevision Okay Protested; Raleigh Court Test Halts Durham

RALEIGH, N. C.—Opponents of cablevision obtained a court injunction against a city ordinance which would permit use of city street rights-of-way for installation of cablevision lines and other installations.

The order, signed by Superior Court Judge J. William Copeland, requires city officials to show cause why the injunction should not be made permanent pending final court action on the issue of the constitutionality of the new ordinance.

Motion picture executives have been among those who have opposed cablevision here, but the restraining court order was obtained by four Raleigh businessmen who sell or service television equipment. They are challenging the constitutionality of the ordinance, adopted last July. Their suit contends the ordinance purports to grant a privilege for a purely private purpose, and permits an unlawful diversion of the use of the public streets.

Plaintiffs in the action maintain further that the city of Raleigh has no authority to regulate and license such utilities, and that any contract by the city with applicants for cablevision rights would be "an attempt to bargain away rights of future governing bodies."

Opponents of television earlier failed in an effort to have the ordinance submitted to the taxpayers for approval in a public referendum. They obtained the required number of signatures on a petition which would have forced such a referendum, but the city clerk ruled that it contained enough invalid signatures to block the vote.

The order just obtained requires the city to appear before Superior Court Judge Walter Bone on Nov. 16 to show cause why the restraining order should not be continued pending trial of the action on its merits.

Southeastern Cablevision Company of Raleigh has said it plans to install a community antenna television system here. The company was formed by the merger of a local group of businessmen, originators of the cablevision idea here, with WRAL-TV. The new city ordinance allows the firm to use street rights-of-way for cablevision installations.

At nearby Durham, N. C., a special City Council committee charged with studying an application for a franchise for a similar cablevision proposal, voted to defer action on the request until all legal questions are resolved.

The action was taken after City Attorney Claude Jones pointed to the court case in Raleigh and said, "I would think that before the committee makes a recommendation, it might be well to see how that case comes out." He said whatever decision is reached in the Raleigh case, it probably will be appealed, pointing out that the question seems to be whether a municipality has a right to grant a private business the use of public streets and rights-of-way.

The Durham committee was told, however, that one of the obstacles facing approval of cablevision there had been removed: the possibility of a competitive bid for the franchise from television station WTVD. It was said that a new subsidiary of WTVD, called WTVD Cablevision, has merged with Durham Cablevision Company, the original petitioners, to make a joint application for the franchise.



Producer Charles H. Schneer recently received the "Golden Spaceship" from the Italian Ambassador in London, Signor Gastone Guidotti, at the Italian Embassy. Schneer won this Grand Prix award for his Columbia production, "First Men In The Moon," at the Festival of Science Fiction Films held in Trieste.

## SANE To Fete Youngstein As "Fail Safe" Producer

NEW YORK—Max E. Youngstein, producer of the film, "Fail Safe," will be honored by the National Committee for a Sane Nuclear Policy (SANE) at a dinner in New York on Nov. 14. He will be presented with the Eleanor Roosevelt Peace Award for his long service to the cause of peace, and especially for his production of the anti-war film. Youngstein is a sponsor of SANE and was its treasurer for several years. He was co-founder with Steve Allen of Hollywood for SANE.

Steve Allen, now SANE vice-chairman, will be master of ceremonies, and the award will be presented by Dr. Benjamin Spock, co-chairman of SANE. Adrian Fisher, deputy director of the Arms Control and Disarmament Agency, will speak. Robert Ryan and Mrs. Philip Langner are co-chairmen of the dinner. Leon Bibb will entertain.

Mrs. Eleanor Roosevelt was honorary chairman of SANE's annual dinner in 1962; she died shortly before the dinner was held. A peace medal has been prepared for presentation to the guest of honor. SANE sought and received the Roosevelt family's permission to dedicate the award to Mrs. Roosevelt's memory. Other recipients have been Dr. Benjamin Spock, James J. Wadsworth, Norman Cousins, Clarence Pickett, and Steve Allen.

## GAC Acquires Agency

NEW YORK—General Artists Corporation has acquired International Talent Associates, Inc., the largest talent agency functioning in the concert field, Lawrence R. Barnett, chairman of the board and chief executive officer of GAC, announced.

ITA was formed in January, 1960, by Bert Block, president, and Larry Bennett, executive vice-president. Block and Bennett will become vice-presidents of General Artists Corporation, and jointly responsible for the operation of the International Talent Associates division.

## Record Crowd Honors Levine At ADL Luncheon

NEW YORK—A record attendance of more than 750 entertainment industry and civic leaders attended the annual luncheon of the motion picture and amusements division of the Anti-Defamation League, honoring Joseph E. Levine. Benjamin Melniker was division chairman, and Harry Brandt was luncheon chairman.

Levine, president of Embassy Pictures, received the AD-L's 1964 Human Relations Award.

Barney Balaban, board chairman of Paramount Pictures, and recipient of the 1963 citation, presented this year's award to Levine. The showman-producer was honored for his contributions to the betterment of international relations.

Dais guests included James Aubrey, Barney Balaban, Robert S. Benjamin, Harry Brandt, Carol Channing, Paul Connelly, Bette Davis, Sammy Davis, Russell Downing, Simon H. Fabian, Leopold Friedman, Leonard H. Goldenson, Salah M. Hassanein, John Michael Hayes, Elliot Hyman, Leo Jaffe, U. S. Senator Jacob K. Javits, Saul Jeffee, New York State Attorney General Louis J. Lefkowitz, Peter Lawford, Jack H. Levin, Joseph E. Levine, Martin Levine, Leonard Lightstone, Rt. Rev. Msgr. Thomas F. Little, Don McGannon, Harry Mandel, Rabbi Julius Mark, Daniel Melnick, Benjamin Melniker, Arthur Murray, Eugene Picker, Paul Raibourn, Walter Reade, Jr., Samuel Rinzler, Burton E. Robbins, Samuel Rosen, Leonard Rubin, Dore Schary, Adolph Schimel, Samuel Schneider, Leslie R. Schwartz, George Sidney, Spyros Skouras, Morris D. Strausberg, David Susskind, Lawrence A. Tisch, Sophie Tucker, Vincent Waselewski, and Walter Wanger.

"Stand up and be counted or lie down and be counted out," Levine asserted, urging full support of the Anti-Defamation League programs to combat bigotry and discrimination.

"To me, this award has a deep and significant meaning," Levine declared. "Human relations is not an idle phrase. It goes to the very foundation of our way of life. It is a sad commentary on our times that there is a need for an Anti-Defamation League, but we should be grateful that we have such an organization.

"Disabuse your minds of one thing. The Anti-Defamation League isn't a cause—it's a conscience that is alert to every change in our society. Turn your back on the AD-L and you turn your back on decency and justice."

Describing the AD-L as a "vital instrument in safeguarding the rights of all people," Levine declared: "The most precious gift we can give our children and grandchildren is a country where they can live in peace. Hate and bigotry are abrasive elements that keep rubbing away at our personal dignity. We must preserve that dignity regardless of cost or human effort. This is our fight."

## Para. Sets Dividend

NEW YORK—The board of directors of Paramount Pictures voted a quarterly dividend of 50 cents per share on the common stock, payable Dec. 14 to holders of record Nov. 27.





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# Commonwealth's Lightner Defines 'Showman' For Tri-State Exhibs

MEMPHIS—"What is the definition of a showman?" asked Douglas J. Lightner, general manager, Commonwealth Theatres, Kansas City, in a Memphis speech. "Certainly, it can't be the pessimist who attends an enthusiastic gathering of exhibitors such as this and says selling ideas, activities, exploitation, or what have you will not work in my town . . . I tried it years ago . . . but I know it won't work now!"

Lightner was addressing the 55th convention of Motion Picture Owners of Tennessee, Mississippi, and Arkansas.

"It can't be the exhibitor who often makes the comment, 'It won't do any good spending money on that picture . . . the public knows more about it than I do!'"

"It can't be the theatre man who continually uses the statement, 'If you have a good picture you do business . . . if you don't, well . . .'"

"What is the definition of a showman?" this showman asked. "The dictionary says a showman is a person skilled at presenting anything in a striking manner.

"To me, a showman is a person who must know his product, know his community, be a good businessman, a very good public relations man, and be continually active in the civic affairs of his community!"

"My definition of a showman is that person dedicated to the business from which he earns his livelihood! The kind of person who takes pride in the theatre he operates . . . the kind of person who takes pride in bringing motion picture entertainment to the citizens of his community . . . the kind of person who is continually striving for ways and means to create the desire in these patrons of different appeal to come to his theatre to see the product he is showing!"

"In your heart, you know I'm right," he said. "If you wish more income and bigger profits in your theatre, it is suggested you devote more time to promotional activities and exploitation of gimmicks. Tried a birthday card idea lately? Maybe a Hawaiian Luau, either indoor or out . . . and if you haven't used the 'breakfast prevue' idea lately, give it a try. It'll make customers talk."

Two sessions of the convention were given to a "new product digest," which was presented by Watson Davis, advertising director of Malco Theatres, Memphis.

George Gaughan, vice-president, Cooper Foundation, Lincoln, Nebr., was the guest speaker for the Oct. 28 luncheon. He told the theatre owners the past 18 months had seen the greatest surge of theatre building and remodeling in many years."

George Grider, local Democratic candidate for Congress and active opponent of movie censorship, also spoke at the luncheon. He complimented the movie industry for its responsible handling of public influence.

"A few years ago, it was said that television would drive the movies into limbo. Instead, the challenge was met and today the great new art form of the 20th century is the motion picture."

Included in the entertainment for the two hundred registered was a luncheon sponsored by Motion Picture Advertiser and Victor Cornelius; a cocktail party given by Coca-Cola and Film Transit, Inc.; a breakfast by



Hayes Redmon, owner, Strand, Millington, Tenn., was named "Showman Of The Year" recently by the TOA affiliated Tri-State Theatre Owners, and was presented with his award by Ed Doherty, past president of the association, as Mrs. Redmon looked on. Lorraine Carbon Company was co-sponsor of the distinctive tribute at the Memphis convention.

## Philippine Censor Head Addresses MPEA Unit

NEW YORK—Jose Guevera, chairman of the Philippine Censor Board, was the guest of honor at a luncheon attended by the international film relations committee of the Motion Picture Export Association of America.

Chairman Jack Goldstein, Allied Artists, in presenting Guevera, expressed warm appreciation for his presence at the meeting and assured him he was among friends.

Guevera, visiting the United States as a guest of the State Department exchange program, explained that he had an opportunity to visit with Geoffrey Shurlock and Clarke Wales of the Association of Motion Picture and Television Producers in Hollywood. Although he had known of the industry's self-regulatory Production Code, he had not been aware of how seriously and effectively the Code was administered.

Guevera explained that the Philippine Censor Board is made up of 25 representatives of educational, religious, cultural, and government activities. Many are retired government officials. They are appointed by the president of the country and serve from two to six years. All films are screened by at least five members of the board. Films are approved either for the general audience or for adults only—for viewers 18 years old or over. Occasionally, it is necessary to ban certain films. Other films have to be cut in order to be acceptable for general audiences.

He pointed out that Philippine censorship regulations were developed from the MPAA Production Code. During the past year or two, there have been increasing demands for stricter censorship.

W & Y Film Co.; a cocktail party by Royal Crown Cola; and a banquet and dance sponsored by the association and Pepsi Cola.

Leon Rountree, Holly Springs, Miss., exhibitor, and a former president, went in as president of the association. Ed Doherty, Exhibitors Services, Memphis, became chairman of the board. J. T. Hitt, Bentonville, Ark., exhibitor, was elected secretary-treasurer.

## Ala.-Ga.-Tenn. Exhibs Welcome Industry Toppers

ATLANTA—Leaders of the motion picture industry and film personalities representing Hollywood were to be spotlighted guests at the joint three-day meeting of the Alabama Theatres Association, Motion Picture Theatre Owners of Georgia, and Tennessee Theatre Operators this week. Theme of the 1964 convention was "New World of Entertainment at the Movies."

In the Hollywood contingent was to be Susan Oliver, star of MGM's "Your Cheatin' Heart"; Arthur O'Connell, veteran character actor; and Sam Katzman, producer of the picture.

This marks the 13th year exhibitors of these three states have convened in Atlanta. Sessions were held at the Americana Motor Hotel. Normally, this convention is held in the spring, but it was delayed this year because of important matters that came before the national convention.

Industry leaders attending the convention included Morris Lefko, general sales manager of MGM, and assistant Louis Formato; Hi Martin, general sales manager of Universal; Philip F. Harling, executive assistant to S. H. Fabian, president of Stanley Warner; and Sumner M. Redstone, Boston, president of TOA.

J. H. Thompson, Hawkinsville, Ga., founder and only president of the 16-year-old Georgia association was to be master of ceremonies at the opening luncheon Monday, which was to feature an address by Harling, on pay television. The speaker, who is president of the Motion Picture Association of New York and a TOA vice president has been chairman of the exhibitor industry joint committee. He was to be introduced by E. D. Martin, president, Martin Theatres, with headquarters in Columbus, Ga. Royal Crown Cola was to sponsor the Monday luncheon with George Morris as host. Ed Finneran was to be host for the luncheon on Tuesday, sponsored by Pepsi Cola. An address by Redstone was to feature the luncheon at the Tuesday meeting.

The convention was expected to assemble some 350 theatre owners.

A Show-a-Rama (product forum) was to be held on the first day, followed by a cocktail party, hosted by Motion Picture Advertisers of New Orleans. A buffet dinner, sponsored by the Coca-Cola Co., with Red Hall of Atlanta as host, was to close the day's activities.

Starting the final day was to be the president's buffet breakfast, sponsored by Benton Bros. Film Express and Theatre Service, with Herb Mathews, Atlanta, as host. Jim Hoover, Columbus, Ga., was to be chairman of the concessions session sponsored by the National Association of Concessionaires.

Bill Shealey, manager, Loew's Grand, was to be moderator of a panel discussion on theatre operations and costs.

## "Sound Of Music" Dates

HOLLYWOOD—Robert Wise' screen version of Rodgers and Hammerstein's "The Sound of Music" has been booked to open with a west coast premiere and exclusive reserved-seat engagement March 10 at the Fox Wilshire, Beverly Hills, it has been announced by Joseph M. Sugar, vice-president in charge of domestic sales for 20th Century-Fox, and Dan A. Polier, film buyer for National General Corporation.

"The Sound of Music" will have its world premiere on March 2 at the Rivoli, New York.



## Public Must Reject Dirt, N. C. Sheriff Advises

CHARLOTTE—Mecklenburg County Police Chief George Stephens called on citizens of Charlotte and Mecklenburg County to boycott motion picture houses and drive-ins which show "nudie" films, as well as drug stores and news stands which sell "indecent" magazines and books.

"The places which show these movies and sell these nudie magazines, with dirty stories and jokes, actually are prostituting themselves for the dollar," he said. "The only way this indecency can flourish is for the public to accept it and buy it. If the public doesn't buy, it will disappear."

Sheriff Stephens said North Carolina's law against obscenity "appears good, but it has tremendous loopholes in it. The law says something cannot be obscene if it is accepted by the public at large."

He said citizens censorship committees such as have been set up here and in other cities are not the answer to the problem because "when you tell someone he can't do something or can't sell something, it gets to be a psychological thing—he's going to do it, or sell it."

"In most places," he said, "the censor bureaus work against themselves. If you ban something, it will become a vogue for the rest of the country. I look at censorship with mixed emotions."

"I don't advocate a return to the gaslight era, but we've got to give our young people something to live for. We must teach them that sex has a place in life—a proper place."

"As far as this stuff they sell on the stands and show at the movies, I can only hazard a guess as to whether it is sophistication—or dirt. From my viewpoint, it looks like dirt."

Sheriff Stephens said, "If the law isn't obeyed, there's something wrong with law enforcement or the law itself."

"It is impossible," he said, "to enforce a law the majority of the public doesn't agree with."

## Swift Signs Col. Pact

HOLLYWOOD — David Swift has been signed by Columbia Pictures to a new exclusive long-term contract, it was announced by Mike Frankovich.

The new deal is for six features to be produced and directed by Swift. The first project on the schedule will be a comedy, "Ex-Wife," written by Swift and Bill Manhoff.

Swift launched his association with Columbia by directing the "The Interns" and "Under The Yum Yum Tree," followed by "Good Neighbor Sam," which he produced as well as directed.

## Rackmil, Aboaf To Europe

NEW YORK—Milton R. Rackmil, president of Universal Pictures, and Americo Aboaf, vice-president and foreign general manager of Universal International Films, are in Europe to launch their annual round of sales conferences with the company's overseas executives and distributors.

Rackmil will present the delegates to the meetings with first-hand information on the company's production activities and future plans, while Aboaf will analyze overseas sales performances and review release and promotion plans.

# The NEW YORK Scene

By Mel Konecoff

CLASS WILL TELL: THERE'S A GAL AROUND KNOWN AS "MARY POPPINS" to some, and as "Emily" to others, and as Julie Andrews to millions more. She was recently in town for the premiere of "The Americanization of Emily" and appeared at a party after the showing. Upon her arrival, Miss Andrews went over to the newspaper and other photographers covering and asked them to just give her a few moments to have some food, after which she would be at their disposal.

Sure enough, 20 minutes later she glanced over in their direction, made a circle with index finger and thumb indicating she was ready to go to work. Some of the publicity people were fearful of asking her to meet people or to be photographed. They needn't have been.

THE METROPOLITAN SCENE: BROADWAY STAGE SHOW CASTS WERE INVITED to a special midnight screening of "The Pumpkin Eater" by star Anne Bancroft after they were finished with their stage chores. . . . Bill Doll and Company named by Angelo Rizzoli to handle national publicity and exploitation for his newly-formed Rizzoli Film Distributors, headed by Irving Sochin, and Mort Nathanson and Company engaged to handle publicity campaigns for future product of Max E. Youngstein Productions, Inc. Mort was with UA for 10 years and represented many outstanding independents in the industry. . . . Columbia devised a six-foot long artist's sketch for "King Rat" that lays claim to being the largest mailer ever sent out by the company. It details a 10-acre replica of an infamous Japanese prison camp of World War II. It's going out to exhibitors and newsmen along with a folksy note from v.p. and general sales manager Rube Jackter. . . . Aside to Seymour Frank—Thank You. . . . Famed restaurateur Vincent Sardi makes his screen debut as a chauffeur in MGM's "The Yellow Rolls Royce." He drove a 1932 Rolls in the short scene that was shot at Fort Dix, N. J. Incidentally, he owns a 1938 Rolls. . . . Allied Artists sends along a green feather with the reminder that Elvis is coming in "Tickle Me." . . . "The Longest Day" got its "lumps" in Norway, where it was named the best foreign film to be shown there in 1963, for which it was honored with The Silver Lump (Solvklumpen) presented annually by the Norwegian Cinema Managers' Association. It's a piece of solid silver from a Norwegian mine, affixed to an inscribed plaque. . . . Actor Horst Buchholz will change the spelling of his name to Bucholz for American billing and publicity purposes. . . . Exhibs and press receiving a 20-page "Passenger List" for Stanley Kramer's "Ship of Fools" with cast and crew listed, well covered editorially and photographically. . . . Cute promotion piece out on AIP's "Pajama Party." . . . From Fox's Elmo Williams in London comes a long letter informing of the five pictures now before the cameras in Britain and on the Continent. He also sez, "If you have an idea for a good show, come in and let's talk about it. If it has merit, we'll proceed." . . . From the "Genghis Khan" unit in Berlin comes word about a giant bathtub filled with 2,000 gallons of scented water and six semi-nude Chinese concubines in the film. Wonder if they'll raffle off the tub or the scented water or even the concubines? . . . From Lon Jones in Rome comes confirmation that John Huston, who has been directing "The Bible," will also play the part of Noah. . . . Columbia v.p. Bob Ferguson off for a quickie visit to Munich.

## Interim Financing, Debt Deferral Brighten Future Of Cinerama, Inc.

NEW YORK—Cinerama, Inc., announced that Chemical Bank New York Trust Company has agreed to provide interim financing for the company which will enable it to liquidate a substantial portion of its current indebtedness and provide working capital for operations.

The agreements with the Chemical Bank New York Trust Company and Cinerama's major creditors were revealed by William R. Forman, president of the company.

Under these agreements, each creditor owed \$25,000 or less will immediately be paid in full. All major creditors have agreed to defer immediate payments and are to be paid in full within seven years.

The bank financing and agreements with creditors was made possible by Forman's deferral of payment of the company's indebtedness to him. Forman, the largest secured creditor of the company, has agreed to deferred payments on the more than \$17,000,000 owed him, and has received an option to convert up to \$7,000,000 of this debt into shares of common stock of the company at 3 1/8 per share.

A condition of the agreements with Chemical Bank New York Trust Company and the creditors was that Forman continue as chief executive officer of the company.

"These agreements mark a major step forward for Cinerama," said Forman.

"The loan from Chemical Bank, the willingness of our major creditors, as well as myself, to accept deferred payments, are all a continued expression of confidence in Cinerama, as a vehicle for motion picture production, distribution, and exhibition. We have streamlined the operations of the company with a resultant increased efficiency, and negotiations are presently underway with major motion picture production companies for new products. I have great confidence in the future of Cinerama."

Forman confirmed that two major motion picture productions will be released by United Artists in 1965 in the new single lens Cinerama process. They are "The Greatest Story Ever Told," a George Stevens Production, and "Hallelujah Trail," a John Sturges Production for The Mirisch Company, starring Burt Lancaster.



# LONDON Observations

By Jock MacGregor

THERE WAS GREAT DISAPPOINTMENT AT THE LUNCH TO INITIATE THE RANK Theatres Elite Club's first 13 members that its creator, managing director Kenneth Winckles, was absent in hospital. Consolation however, was provided by his charming wife, Peggy, proving an admirable stand-in. While the newly appointed assistant managing director, Brian Quilter, virtually faced his baptism of fire at such a function by impressively handling the business side, she presented the awards and \$560 checks. This was extremely appropriate since this promotion—one cannot really call it a contest—must be the first to take into consideration those "unsung heroines" who sit at home: the managers' wives. They accompanied their husbands and received \$280 vouchers for their own use.

With showmanship flair, this is the show that any number can win. It is open to all Rank's 330 plus managers, and membership annually is decided by a panel of executives. Outstanding showmanship, enterprising salesmanship, efficient administration, perfect patron relationship, and theatre operation are all assessed. With the high standard set, the directors were delightedly surprised that so many qualified. They came from Glasgow in the north (George Chantrey, Odeon) to Plymouth in the west (Charles Tappy, Drake), and I was happy to see those stalwarts of the West End: Peter Hall, who has handled the Odeon with calm efficiency for nine years; Jack Palmer, Leicester Square, described as the "best front of house man in the business"; John Read, Metropole, who was reputed to be Queen Mary's favorite manager—she even patronized his suburban theatre; Roy Money, Haymarket Odeon, virtually the new boy whose posts have always been geographically one step nearer the centre.

With the regional controllers accompanying the Elite members, the conversation during the pre-lunch drinks centred on the fabulous business that was being done with the Saturday late night shows tried with "Goldfinger." While in odd spots, response was not good, most managers had difficulty in clearing one full house to seat another in the time. Sales were big. Many reported welcoming patrons they had not seen in years and that the car trade was enormous. Whether the success would be repeated with other films, no one was prepared to predict. Personally, I have considered a potential is being missed through not enough late shows, particularly in summer as there are many stay-up-lates with nowhere to go. Those smaller West End houses which run them regularly do well. Actually, the whole timing of programs should be considered as many theatres do not appear to be catering in the best way for local requirements.

A REALLY PLEASANT OCCASSION WAS THE TRADE SHOW OF "EVERYDAY'S a Holiday," a gay, happy-go-lucky musical with the emphasis on youth. This was a screening from which one did not have to make furtively for a side exit to avoid producers who are apt to lurk in the foyer for words of comfort, no matter how insincere they might be. I even sought out Maurice and Ronald Wilson to congratulate and wish them luck with their first big feature for Grand National in years. It is great to welcome a company back to top attractions, no matter how successful it may have been with programers and reissues. The more sources of product, the better for all. This colorful romp is also important for the star-making performances by Mike Sarne, John Leyton, and the delectable Baker Twins.

MANY ARE STILL NOT ALL THAT HAPPY ABOUT THE CINEMA EXHIBITORS Association revised decision not to oppose films on tv five years after release, but most, openly or privately, feel that no more can be done. An intriguing development has been ABC TV's statesmanlike move in postponing the transmission of "Guns of Timberland," which was sold by Alan Ladd's executors, until five years are up. What disturbs exhibitors is that tv companies are announcing big features which they could have dated as reissues. It is feared patrons may wait to see them at home.

HAVING LISTENED TO EGGHEAD PLEAS THAT NO ONE WANTS DOUBLE features, government officials have carried out a survey and found that more than 90 per cent of all theatres play them most of the time. . . . Jim Nicholson introduced American International's new contract star, Susan Hart, to the press at a Savoy reception. She is here to make "City In the Sea" with Vincent Price and Dale Robertson. . . . An all too rarely used venue for press receptions, The Ritz—Mel Konecoff would adore the "cats"—was chosen for the launching of "The Bedford Incident," which James Harris is making for Columbia with Richard Widmark and Sidney Poitier. It concerns the tracking of an American patrol in Arctic waters by a Russian submarine. BLC's distribution chief was on hand and very encouraged by business. Despite playing against "Goldfinger," the Jim Carreras Hammer horror packet, "The Gorgon" and "Curse of the Mummy's Tomb," has registered big. . . . Percy Livingstone hosted an informal lunch for the trades to meet Michael Cacoyannis, who was handing over "Zorba the Greek," which stars Anthony Quinn, to 20th Fox. A non-conformist, he would appear to have no love for exhibitors. . . . It has been a busy time for Variety. A Wembley Pool pop concert, a Royal Circus with Princess Margaret, and a football match followed in quick succession, and another small fortune was raised for the Heart Fund. That stalwart supporter, actor-producer Stanley Baker, broke his journey from Los Angeles to Johannesburg to ride in the circus parade. . . . Carl Foreman has accepted the USSR Film Makers' invite to visit Russia, inspect studios and schools of cinematography, and meet executives, artists, and technicians. First he must visit the "Born Free" unit in Kenya and then supervise the making of a short on the Chess Olympics in Tel Aviv.

## Electronovision Completes Teen Music Spectacular

HOLLYWOOD—Electronovision, Inc., has completed filming "The T-A-M-I Show," starring 13 teenage recording favorites, which will be shown in motion picture theatres during the Christmas holiday season. Filming of the 100-minute feature in the Electronovision process, done in its entirety in the Santa Monica Civic Auditorium, required two days. Live audiences, comprised almost entirely of teenagers, were present during the filming and were utilized in audience reaction shots, as well as in the sound track. The Theatrofilm was produced by Lee Savin and directed by Steve Binder.

Subtitled "Command Performance," the film's cast includes The Beach Boys, Chuck Berry, James Brown, Marvin Gaye, Gerry and the Pacemakers, Lesley Gore, Jan & Dean, Billy J. Kramer and the Dakotas, The Miracles, The Rolling Stones, The Supremes, The Barbarians, and The Blossoms.

"The T-A-M-I Show" is Electronovision's second presentation and first original production. The company's presentation of Richard Burton's "Hamlet" was shown in theatres.

Tied in with Teenage Awards Music International, the film is, according to Electronovision head and executive producer William Sargent, Jr, "an artistic film geared to the tastes of the world's largest group of music enthusiasts."

## Odeon Welcomes Newest

TORONTO — Odeon Albion, the latest Toronto addition to the Odeon chain of Canadian theatres, will be managed by Tom Cleaver. The new theatre is expected to be opened in late November. Cleaver is formerly of the Odeon Danforth, which will be taken over by John Lidlow, who previously managed the Roxy, West Hill, and was relief manager in the Ontario district.

Located in the western Toronto suburb of Etobicoke, the stereophonic sound equipped theatre will be part of a new shopping centre being built by Millimink Development Limited. The completely air-conditioned theatre will have parking area for 3,000 cars with easy entry from Finch Avenue on the north, Kipling on the east, or from Albion Road which runs southeast and northwest.

## N. J. Allied Get-Together

NEW YORK—Allied Theatre Owners of New Jersey will hold their annual beef-steak and industry "get together" at Westmount Country Club, West Paterson, N. J. on Thursday, Dec. 10, president Howard Herman announced. Jack Infald, Iselin Theatre, Iselin, N. J., will be chairman of the affair with Sam Engelman, Castle, Irvington, N. J., acting as co-chairman.

## Weitzner Joins Embassy

NEW YORK—David A. Weitzner has joined the advertising staff of Embassy Pictures, it was announced by Sid Blumenstock, director of advertising. He replaces Alan Kass, who has resigned. Weitzner most recently was on the advertising-promotional staff of Loew's Theatres, which he joined in November, 1963.

## Levin To 7 Arts Post

NEW YORK—Sidney H. Levin has been appointed vice-president and general counsel of Seven Arts Productions, Ltd., it was announced by Eliot Hyman, president of Seven Arts.



## ALBANY

Only a handful of area drive-ins continued to operate as November 1 rolled around; but a 1,000 car open airer was announced for construction within the Albany-Schenectady-Troy area next spring by Joseph Miller, long-time branch manager of Columbia in Buffalo and Albany zones, and for the past 15 years a partner in Menands Drive-In, Menands. Signaling his return to exhibition after a season's inactivity, the veteran said he also planned to acquire an established area drive-in, adding that the necessary "backing" was available. Miller has been associated with the industry for 45 years. . . . The Hellman will hold the premiere of Warners' "My Fair Lady" the night of Dec. 24. A benefit screening for Academy of Holy Names' Auxiliary, the evening of Dec. 17; and other "auspices" performances prior to the grand event were possible. . . . William Barrington, general manager for Iselin Drive-In Theatres, shifted his base of operations to Sarasota, Fla., for the fall and winter months. Iselin owns three under-skys in the Sunshine State. . . . SW Strand boxoffice, recently damaged by an automobile crash, has been repaired. . . . Changes were made in the booth of Fabian's Palace. . . . Variety Club scheduled a meeting of officers. . . . United Artists has set 16 repeat dates on The Beatles' "A Hard Day's Night" for pre-Christmas week. A Number of Schine houses will be among those playing "returns."

## ATLANTA

The remodelled Beverly, Valdosta, Ga., will reopen in late January according to Martin Theatres. . . . Alpha A. Fowler, Jr., with Georgia Theatres for many years, won the recent runoff election for Georgia Public Service Commissioner. . . . Jack Briggs, Specialty Booking, became a grandfather for the second time when his daughter gave birth to a son. Other new grandfathers were Harry Eubanks and Roy Price, Theatre Service. . . . New at Theatre Service is Shirley Schitz. . . . Pat Brown, Warners' cashier, returned from vacation. . . . Mary Jean Keen, WOMPI service chairman, and her committee completed plans for the Christmas activities. . . . The local WOMPI entertained girls from the Atlanta Girls' Club at a bowling party and dinner. . . . WOMPI Louise Bramblett, secretary at Wil-Kin Theatre Supply, is director of recreational swimming program for handicapped children held weekly at Emory University.

## BUFFALO

Sydney J. Cohen, Buffalo exhibitor chairman of the 1964-65 Will Rogers Memorial Hospital and O'Donnell Research Laboratories drive, held a meeting of tv, radio, and allied crafts at the offices of Allied Theatres of New York State, Inc., when he outlined and discussed plans for the promotion of the campaign. The drive started Nov. 4 in the Buffalo area and will run through Christmas. While attending the National Allied meeting in Detroit, Cohen enlisted the aid of Miss America in the campaign. Photos showing Syd and Vonda Kay Von Dyke (Miss America) landed in the Buffalo newspapers. Members of the distributor and exhibitor committees hope to raise \$100,000 during the drive. . . . The Women's League of Tent 7, Variety Club of Buffalo, held a luncheon meeting in the Delaware avenue clubrooms when Mrs. Sidney B. Hess, home economist for the Dairy Council of the Niagara Frontier Area, gave a lecture-

demonstration on party foods. Mrs. David B. Zackem, nominating chairman, submitted her report. Miss Giannina C. Poppalardo presided. Miss Ruth E. Frank was in charge of the program. Mrs. Herbert S. Cohen was luncheon chairman, and Mrs. Sidney A. Krohn was vice-chairman. Mrs. Elizabeth R. Wilcox was door chairman, and Mrs. Elmer O. Schultz and Mrs. Herman E. Messinger were hospitality chairmen. Others assisting were Mrs. Stuart E. Kraft, Mrs. Frank B. Quinlivan, Miss Mary E. Pappalardo, Mrs. Samuel C. Dine, Mrs. Nicholas E. Fisher, Miss Ethel L. Tyler, Mrs. Marvin B. Atlas, and Mrs. Carl I. Borman. . . . The annual election of directors for 1965 of Tent 7, Variety Club of Buffalo, was to be held Monday, Nov. 9, from 12 noon until 10 p.m., in the club headquarters. . . . Buffalo Bill Tent, Circus Saints and Sinners, will hold one of their famous Fall Guy Luncheon-Shows Nov. 14 in the Statler Hilton. The Fall Guy will be Luther H. Hodges, Secretary of Commerce. Jack Frank is chairman, and Norm Grass, chairman of the advisory committee. . . . Al Glaubinger, former manager of the Buffalo UA exchange and now that company's central division manager, visited Buffalo in his tour of exchanges in this city, Cleveland, and Pittsburgh. . . . Loew's Theatres, Inc., will operate the new Loew's Pittsford, 1500-seat house to be built at 3400 Monroe Ave., opposite the Pittsford Shopping Plaza. The new house will replace the old Loew's theatre, operated in Rochester for some 35 years with Lester Pollock as manager. He now is manager of the Rochester War Memorial Auditorium. . . . Capacity audiences attended the annual Downtown Fashion Shows, sponsored by the Buffalo Retail Merchants Association on the stage of the Paramount. The feature attraction at all three shows was the personal appearance of "The Incomparable Hildegard." The Courier-Express cooperated in the promotion of the shows, and the Paramount and its current attraction received a landslide of publicity and art. . . . The Central Drive-In, on the outskirts of Rochester, will continue operation through the winter. In-car heaters, propane gas type manufactured in Kodak Town, are provided patrons without charge upon admission to the drive-in.

## CHARLOTTE

Headquarters of Wilby-Kincey Theatres at Charlotte was moved from 120 East Third street to the Johnston Building on Tryon street. The chain, which operates houses in the two Carolinas, had been at its old location for 25 years. H. F. Kincey heads the chain.

## CHICAGO

A preview of "Fail Safe," was shown at the Carnegie. Chicago attorney Elmer Gertz conducted a panel discussion after the preview on controversial points which will arise about the film. New equipment has been installed at the Uptown for closed circuit television, providing an image 32 feet by 24 feet. The Uptown has been used for practically all closed circuit sportscasts in the Chicago territory. Theatre Color Vision opened a program for the showing of sir Bears home games, beginning Oct. 18. . . . Wilding, Inc., sales, according to H. Williams Hammer, president of the marketing communications agency, rose to \$10,731,471 in the nine months ended Sept. 30, from \$8,297,558 in 1963. Net earnings were \$300,776, or 75 cents a share, 20 per cent above the same period of last

year of \$215,371, or 62 cents a share. . . . Preview of "Goodbye Charlie" was shown at the Loop. . . . News item from B and K's Eddie Seguio: "UA's monocled Wally Heim will be rolling out a gold carpet at O'Hare Nov. 18 to welcome British beauty Honor Blackman, in the thriller, 'Goldfinger,' set to open Christmas at the Roosevelt. The same week, UA also will send in the fabulous custom-built car Bond uses in the movie, a \$27,000 Asten Marten, an armored, bullet proof job complete with cannons, gas-sprayers, tire-cutters, and radar screen." . . . Balaban and Katz has set the new Embassy release, "Santa Claus Conquers the Martians," for special matinee shows at their neighborhood theatres on Nov. 14-15 at the Uptown, Century, Varsity, Nortown, Congress, Gateway, LaGrange, Will Rogers, Mercury, Berwyn, State, Central Park, and Maryland. . . . Clay-Liston bout Nov. 16 will be brought to Uptown audiences via Eidophor, reported to project the largest and sharpest picture in closed-circuit history. The fight will also be shown, via telecast, at B and K Varsity, State, Maryland, and Congress, in Chicago-land; Palace, Peoria, Ill.; Midway, Rockford, Ill.; and Granada and State, South Bend, Ind. . . . Michael J. Kutza, Jr., has organized Chicago International Film Festival with headquarters at 1400 North Long ave., Chicago. Kutza is promotional manager and director. . . . Embassy planned to move about Nov. 1 to their new headquarters at 32 West Randolph st., Chicago, according to Simon Lax, midwest manager. . . . Variety Club's benefit showing of "My Fair Lady" at the Palace was emceed by Alex Drier. Short talks were given by Dick Bernstein, chief barker of Variety; Jack Clark, Allied Theatres; and Albert Pick, director of La Rabida Sanitarium, Variety's charity. The benefit was sold out and is reputed to have brought about \$25,000 in proceeds.

## CINCINNATI

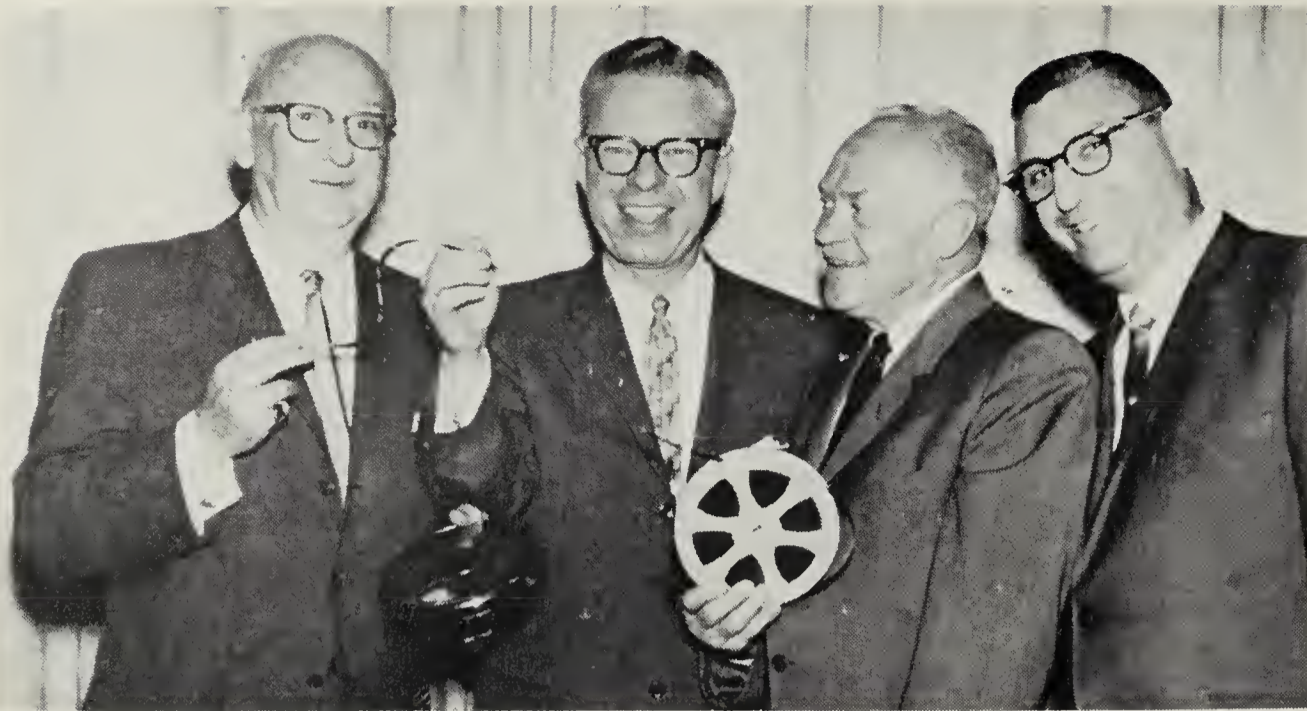
"My Fair Lady Week," proclaimed by Mayor Walton Bachrach, opened Nov. 2 to remind citizens that "My Fair Lady" opens at the Valley Nov. 9. The first four nights at the

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The print of a color film story of Philadelphia Variety Club Tent 13's Camp for Handicapped Children, especially produced for the Tent by station WFIL-TV, was recently turned over to club officials at a special screening in the Bellevue-Stratford Hotel. Seen, left to right, are Edward Emanuel, former international chief barker of Variety Clubs International; Ralph W. Pries, first assistant international chief barker; Roger W. Clipp, executive head of Triangle radio and tv stations, and first assistant barker, Tent 13; and David Rosen, chief barker, Tent 13.

Valley have been sold out to charitable organizations. . . . Jack Finberg, United Artists manager, celebrating his 25th anniversary with the company, is to be honored at a Pioneer dinner by Variety Tent Three at the Playboy Club on Dec. 7. Tickets at \$12.50 may be obtained from chairman Phil Borack, Tri-State Theatre Services. Those desiring to attend are advised to obtain reservations early because the Playboy is limited to 120 guests. . . . Condolences are extended to Anna Belle Ward Olsen, Somerset, Ky. exhibitor, upon the death of her husband, David Olsen. A number of Film Row executives and area exhibitors attended the graveside services at Lexington, Ky. Sympathy is also extended to Ross Spencer, Columbia office manager, whose father, C. C. Spencer, Point Pleasant, W. Va., passed away. . . . A. H. Duren, Warners manager, chairman, and committee members for the area Will Rogers Memorial fund have invited radio and tv stations to participate in the area drive this year. . . . United Artists' local exchange, now in first place in the company's sales drive, is aiming to be tops in the final quarter. . . . William A. Meier, Paramount manager, has an abstraction and a cartoon of himself hanging in his new office. The paintings were done by his wife, Virginia, who has won ribbons and honors at many area exhibitions.

## COLUMBUS, O.

Ben Cowall, local promoter and owner of Central Ticket Office, has been appointed assistant to Edward J. Keirns, manager, Ohio State Fair. . . . "My Fair Lady" will open on Christmas Day at Hunt's Cinestage, rather than on Dec. 23 as previously announced. Owner Herman Hunt announced the change. . . . Members of the Lazarus department store Executive Club and their guests took over the Southern to present a stage show starring comedian Herb Shriner. . . . "A Shot in the Dark" has been doing such good business at Northland Cinema that manager Edward Kennedy held the Peter Sellers comedy for a seventh week.

## DALLAS

Edward G. Robinson was scheduled to come to Dallas to speak at a dinner at the Statler Hilton Hotel for the Dallas Committee for Israel Bonds. . . . Bobbi Shaw, one of the

"Stars of the Future" selected by American International Pictures, making her film debut in AIP's "Pajama Party," is slated on a Texas promotional tour in behalf of the movie. . . . Bob Hope arrived here at Love Field enroute to Fort Worth for an appearance on the Texas Christian University campus. He was greeted by a bevy of coeds from Southern Methodist University who simulated a political rally with signs proclaiming Hope as their choice for president. . . . A \$450 Concertone tape recorder is being offered as a prize in conjunction with the showing of "Send Me No Flowers" at the Palace. Full details are being aired on radio station KBOX. . . . The Coronet has scheduled a Ballet Festival to be shown from Nov. 23 to 30. Included in the list of films to be shown will be "Red Shoes," "The Queen Maiden," "The Royal Ballet," and "Cinderella." . . . Arnold Schwartz was in at Modern Sales and Service looking over new equipment. Schwartz operates the Azteca, Eagle Pass, Tex.

## DETROIT

In Athens, Greece, the International Scientific Film Association at its 18th Congress reelected the president of the American Science Film Association as its president. He is Dr. Randall M. Whaley, Grosse Pointe Park, Mich. Dr. Whaley is also vice-president in charge of graduate studies and research at Wayne State University in Detroit. . . . Perry Mason is coming to Detroit, will appear in a court room, and there will be no charge for the show if you can fight your way in. This time—and it won't be televised—he'll answer the questions instead of asking them. It began in a trade show in Cobo Hall last year when two swindlers operating as the Great Southwest Development of Albuquerque, Inc., lured women by getting them to fill out a form for a (fake) drawing which could beget them mink coats. Instead, each was notified she had "luckily" won a quarter acre of land (worth \$15 an acre it turned out) if each would send \$49.30 as "closing costs." Further jokers were: Law requires half acre for a septic tank. Promoters got \$495 for the adjacent quarter acre from most. The final blow was that to drill a well, providing there was water underneath the lot would cost \$7,000. Raymond Burr's name was used on promotional material, and he has agreed to come here to testify he knew nothing

of the racket, nor the use of his name, according to Assistant U. S. Attorney James F. Finn.

## HOUSTON

The world premiere of "Passion in the Sun," an exploitation action film, made by Trans-America Pictures Corp., was held at the Paris. The film, made in the Houston-Galveston area, stars Josette Valaguay, San Antonio actress, and former Hollywood actor Dale Berry. Charles Martinez heads the production company and is the executive producer of the picture. . . . Vernon Christian, now with the United Artists Television Corp., and formerly with RKO in Dallas, was seriously injured in an automobile accident when he was driving from the Galveston airport. He is in a Galveston, Tex., hospital suffering from chest and head injuries. . . . A special "Mother's Matinee" is being held at the Bellaire for the women of the city who desire to see a complete film program while thier children are in school. The showing begins at 12:53 and ends at 2:48 p.m., in time to greet the kiddies on the way home from school. . . . Edward G. Robinson was to be the principal speaker at the annual Israel Bonds banquet at the Warwick Hotel. . . . A number of film fans believe that the showing of "One Potato, Two Potato" should have been in a conventional theatre instead of a number of D-I's. . . . The five Stanley Warner of Texas D-I's, the Airline, Winkler, Irvington, Pasadena, and Hempstead, staged a special Hallowe'en show featuring a free weiner roast. . . . The local 11 Interstate theatres staged a Hallowe'en Free-Vue, with the feature being "The Strangler." . . . Bobbi Shaw, who makes her film debut in American International Pictures' "Pajama Party," is scheduled to pay a visit on a promotional tour in behalf of the film.

## JACKSONVILLE

Henry "Hank" Woodard began work as a relief manager for Florida State Theatres. . . . Tim Choulot, Art Castner's assistant at the suburban Edgewood, returned to his home base after relief duties in Gainesville and Daytona Beach and a vacation in North Carolina. . . . Mrs. Edith Sapp, the former Edith Prescott, who served as WOMPI president several years ago, has rejoined WOMPI as a sustaining member. . . . Jackie Hess has been promoted to a booking post by Ed McLaughlin, Columbia manager, following Don Weidick's resignation to take a sales position with American International Pictures. . . . Jane Weiman, who left the Universal staff in 1958, has returned to the industry by joining the Columbia staff. . . . Alta Morrow, formerly of the San Marco Art Theatre and Florida Theatre, suffered a broken wrist in a home accident. . . . A school holiday was proclaimed here for students who wished to see President Lyndon B. Johnson during a noon political rally in downtown Hemming Park, and many of them took advantage of the leave from schools, to attend an afternoon picture show. . . . Local projectionist John La Londe, Jr., who operates the Topper, Folkston, Ga., and the Kingsland, Kingsland, Ga., has issued student cards to schools in the two towns which give students a reduced rate when buying tickets at his box-offices. . . . Byron Adams' staff at United Artists began work on a Thanksgiving play-date drive by providing all Florida exhibitors with a complete list of United Artists features now in release. . . . Special birthday



honors were accorded to WOMPI members Dorothy Zeitlinger, Edwina Ray, Laura Kenny, Lenore Kirkwood, Flora Korch and Enidzell "Easy" Raulerson. . . . Other responsibilities have led Betsy Glass to resign her WOMPI membership. . . . WOMPI's at MGM and Warner Bros. have been designated as hostesses for the WOMPI membership gathering in November. . . . The O'Donnell industry service award, won by local WOMPI's at the recent WOMPI convention in St. Louis, has been given a place of honor in the club-rooms of the Motion Picture Charity Club in the Roosevelt Hotel. . . . A total of 167 hours of humanitarian service to outside charitable groups and needy individuals were donated in the August-October period by WOMPIs Kitty Dowell, Edwina Ray, Anne Dillon, Sunny Greenwood, Vivian Ganas, Mary Hart, and Ida Belle Levey. . . . Peggy Foland, formerly a local WOMPI officer, has been transferred to an accounting post in Savannah. . . . Elmo Lehman, local Little Theatre's makeup artist, was the Halloween mystery speaker who entertained a large gathering of WOMPI members and guests at a luncheon in the Corral Restaurant. To illustrate his work, Elmo painted "goblin" disguises on the faces of WOMPIs Sunny Greenwood and Jackie Capps. . . . Mrs. Roy Fowler (Flora) returned to her post as manager of the Howco Exchange office after a two-month maternity leave of absence. The Fowlers now have a son, Andrew Keith. . . . This city's only Negro-patronage drive-in, the Skyview, has been permanently closed by operator Robert Baum. . . . Two other north Florida theatres were permanently closed by their owners. Spurgeon Dunn, who operates a theatre in his hometown of Chattahoochee, sold the building in which his Havana has been operated at Havana, Fla. Robert Cannon, owner of two indoor theatres at Lake City, has sold his first-run Lake for non-theatrical purposes and has reopened his former subrun Columbia as a first-run house. . . . Doug Walker, formerly a local Columbia booker, returned briefly to cast an absentee ballot in the presidential election and reported that he is now managing the Rialto, Atlanta, for Martin Theatres. . . . The Star, Sanford, formerly operated by William Bennett, is now under the ownership of John Daniels. . . . Miss Edith Graft has acquired the Florida, Groveland, from Mrs. Samuel E. Newton. . . . Clarence Jackson, who operated the Woodbine, Woodbine, Ga., died recently at his home. . . . Walt Meier, manager, FST's downtown Florida, shared first-place honors with Wes Brown, manager of FST's Florida, Fort Lauderdale, in a circuit-wide contest for the best Halloween decorations at concessions stands, and Al Hildreth, manager, Empress, was one of five men who tied for second place. . . . Harry Wise and his stage attraction, "Dr. Jekyll and His Weird Show," has been booked into 13 FST houses during November and December. . . . C. B. Chambers closed his old Seminole, Homestead, completely refurbished it, and reopened it under the new name of the Premiere. It is being booked by Marvin Skinner of this city. . . . The Tomlinson Co., a booking agency operated here by John Tomlinson, former Warner Bros. manager for Florida, is now booking for the Gold-Dobrow Theatres in the Everglades farming area.

## MEMPHIS

J. K. Jameson is no longer operating the Ken, McCrory, Ark., and this house is being operated by Victor Webber. . . . Elias Drive-In, Osceola, Ark., closed. . . . "The Three-

penny Opera" had less than a threepenny run—exactly two nights at Crosstown. The 83-minute Embassy version of the musical had customers leaving in an angry manner, according to Arthur Groom, Crosstown manager. Most people complained of the dubbing and the music technique. Groom came to Crosstown after many years with Loew's State. Crosstown has booked "My Fair Lady" as its Christmas presentation. . . . Adult Movie of the Month, as selected by the Better Films Council, Mrs. James Fay Hall, president, and Mrs. Cleve Read, film reporter, is "Becket." . . . Carroll Drive-In, Huntingdon, Tenn., and Greenville AFB Theatre, Greenville, Miss., closed for the season. . . . Paul Shaffer, Lepanto Drive-In, Lepanto, Ark., closed this operation. . . . The October meeting of WOMPI was held at Carousel Dining Room, during which time plans were made for the Basket-of-Cheer charity promotion. Also, Mrs. Juanita Hamblin, president, appointed committees for the chapter's annual sale of Christmas paper and ribbons. . . . Glenwood Drive-In, Glenwood, Ark., has closed for the season, as has Iuka Drive-In, Iuka, Miss.

## NEW HAVEN-HARTFORD

A. M. Schuman, president of Park St. Investment Company, owners of the Central, West Hartford, and Lyric, Hartford, and wife Carla have returned to their permanent home in Daytona Beach, Fla., following an extended tour of Europe and a Hartford stay. . . . Hartford visitors were Doug Amos, general manager, Lockwood and Gordon Theatres; Jim Collins, district manager, Smith Management Company; Chet Stoddard, president, New England Theatres, Inc. (AB-PT). . . . The L and G East Windsor and East Hartford Drive-Ins have new Friday-Saturday policy of screening the main feature first and last. Initial showing is at 6:30. The East Hartford has dropped Monday through Thursday schedule for remainder of the season. . . . The Farmington Drive-In, in which E. M. Loew is partnered with Hector Frascadore, has installed 450 heaters for winter use, marking first time the suburban under-skyer will be open on a year-round basis. The Farmington's car capacity some time ago was increased from 750 to 1,100. . . . Lockwood and Gordon has purchased the Sky-Vue Drive-In, Torrington, from the Youmatz interests for an undisclosed sum. L&G had previously operated the Sky-Vue in association with the Youmatz family. L&G also owns the Torrington Drive-In in that northwestern Connecticut city. . . . Newly-elected Middletown Mayor Kenneth Dooley has appointed attorney Robert L. Hurney to the \$5,000-a-year post of City Attorney, replacing Joseph A. Adorno, Adorno Theatres counsel, who had served under Mayor John Roth. . . . Leonard Sampson and Robert Spodick, Nutmeg Theatre Circuit, are closing down the Norwalk, Norwalk, for a \$100,000 remodeling, expected to be completed by Christmas. Start of construction on the Sampson and Spodick's hard-top in the Amity Shopping Center, suburban New Haven, is yet to be determined. . . . A company headed by the H. Adams Ashforth family, Greenwich, has bought the New York, New Haven, and Hartford Railroad property in central Greenwich for \$326,130. The 4.5 acre-tract will be developed with commercial interests, to include a motion picture theatre. Greenwich has one hard-top, the independently-operated Pickwick. . . . Allen M. Widem, Hartford Times amusements editor, and Patty Levaux, executive vice-president of Hartford-based International Advertising Agency, are com-

pleting two feature-length motion picture comedy scripts on major studio commitments. . . . In Bridgeport, Conn., Emanuel Licht, manager, Barnum, will apply for a new theatre license after paying a \$10 Circuit Court fine for operating a theatre without an amusement license. Licht was one of two showmen arrested by Police Superintendent Joseph A. Walsh in a crackdown on theatres Walsh said had been showing immoral films. Howard Spodick, manager of the other theatre mentioned—the West End—had his Circuit Court case continued. . . . Allen M. Widem, Hartford Times amusements editor, has been re-appointed by Mayor William Glynn to a three-year term as a member of the City's Fine Arts Commission. . . . Demolishment has started on the two-block Hartford tract containing the 2800-seat Loew's Poli and 1400-seat Loew's Palace, preparatory to construction of a \$10 million commercial-deluxe apartment complex. . . . The E. M. Loew's Hartford Drive-In has adopted a three-feature policy nightly for the colder months.

## NEW ORLEANS

Gulf States Theatres opened their new deluxe Towne, Pascagoula, Miss., at the same time as the dedication of Searstown Shopping Center on Highway 90 east of town, of which the theatre is a part. Mayors of Pascagoula and nearby Moss Point attended, and Gulf Staters in the receiving line were T. G. Solomon, president; Jim deNeve, general manager; Harry Thomas, in charge of theatre operations; Bob Boovy, booking department; and Don Stafford, head, Dixie Theatres, associated with Gulf States. . . . Mrs. Gail Blazek and Mrs. Shirley LaRouge, former Universal staffers, returned to the exchange for a visit with their children. . . . Mrs. Billy Parker closed the Hawkins, Newellton, Miss., until spring. . . . John B. Polk is new owner of the recently reopened Harlem, Canton, Miss. The theatre had been dark for quite a spell. . . . George Bannon, Universal publicist, was in working on "Send Me No Flowers," Joy. . . . Mrs. Mildred Long has returned to her duties at Film Inspection Service after a Mexican vacation. . . . J. H. Fontenot is the new owner of the Jan, Villa Platte, La., acquired from Rene Tate. . . . Lillian Flick, retired Film Rowite, and Calvin Johnson, Film Inspection Service, got married and flew to Las Vegas for their honeymoon. . . . Joe Springer, former Warners' booker, now with Rene Brunet Enterprises, won a new Pontiac by guessing the attendance at a recent professional football game at Tulane Stadium. . . . Mrs. B. W. McKee, new owner, Rex, DeKalb, Miss., will reopen the house Nov. 28. . . . The local WOMPI held their October

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meeting and dinner at the Playboy Club in the French Quarter. Entertainment featured an amateur hour in which a number of WOMPI members participated. Public relations whiz Joe Seiffert was in charge of arrangements and publicity.

## PHILADELPHIA

Stanley Warner Theatres received permission from the Federal District Court in New York to acquire a new theatre at the Aquarama site with the condition that upon opening the new theatre it shall be enjoined from operating the Broadway in South Philadelphia as a movie house and that it shall dispose of the Broadway within one year after the new house opens or shall have converted it to non-theatrical use. . . . Motion Picture Associates held a membership meeting at the MGM screening room at which a buffet dinner was served. . . . Philadelphian Barry Gerson's feature film, "The Neon Rose," had its premiere at the Wayne Avenue Playhouse Nov. 13. Gerson, wrote, directed and produced and was also its photographer and editor. . . . MGM-ites urge exhibitor friends to book some of the pictures they may have passed during the past year or so to enable them to finish in first place in the company's 40th anniversary drive which started Oct. 30. . . . The new Variety Club Tent 13 Crew consists of the officers which were named last week and Sigmund Harrison, Hon. Leo Wein-



Universal's recent national sales meeting in New Orleans was addressed by president Milton R. Rackmil, standing. Seen on the dais are Jack B. Huber, home office contract and playdate department; Norman E. Gluck, sales coordinator of the home office sales cabinet; Henry H. "Hi" Martin, vice-president and general sales manager, who presided; Robert N. Wilkinson, assistant general sales manager; and James J. Jordan, home office sales executive.

rott, Louis 'Whitey' Molitch, Harry Romaine, Jack G. Engel, and Jack Drucker. . . . Philadelphia's Motion Picture Associates, which cares for industryites who need help, broke all records for receipts with the benefit performance at the Stanley of "My Fair Lady." The group grossed more than \$15,000, as many exhibitors also made direct contributions.

## SAN ANTONIO

The city's three Stanley Warner of Texas D-I's, the Towne Twin, Fredericksburg Road, and Trail, staged a special Halloween party. Each d-i staged a free weiner roast. . . . A horror show was also booked into the Alameda, managed by Ignacio Torres. . . . Construction on the street is hampering entrance to the Fredericksburg Road D-I, managed by Frank Whisenant. . . . Texas moviegoers chose President Lyndon B. Johnson by a percentage of 59.7 to 40.3 for Sen. Barry Goldwater, a state-wide Interstate Theatre straw vote poll showed. The poll was conducted in 80 theatres in 26 Texas cities. The poll was conducted as a public service by Interstate and accurately prophesied the national outcome of presidential elections in 1952, 1956, and 1960. . . . J. B. Prather has opened the new Eagle, Seagraves, Tex. . . . Video Theatres will build a new theatre at Lubbock, Tex., in the Winchester Square Shopping Center. The theatre will be built in association with James Eby, who is developing the shopping center. Paul E. Corn-

## NSS Distributes Aids For Clay-Liston Fight

NEW YORK—National Screen Service will distribute a special trailer for the return match of the Cassius Clay-Sonny Liston heavyweight championship fight, scheduled at the Boston Gardens on Nov. 16, according to Melvin L. Gold, general sales manager.

The trailer emphasizes the closed-circuit telecast with special stress on the fact that there will be no home tv available. Giant screen presentation of the blow-by-blow action is also scored.

NSS additionally offers a cross-plug trailer on the telecast for use in affiliated theatres, plus an attractive valance of sturdy material suitable for use outdoors under marquees, as well as inside the theatre. The valance is sturdily bound, is grommetted for easy hanging, and has a gold fringe along the bottom.

well is division supervisor for the circuit. The round auditorium will provide maximum in viewing and hearing and the adaptability of all screen exhibition processes, with emphasis on 70mm and 35mm projection. The theatre will have a seating capacity of about 1,000. The circuit has eight theatres here with J. B. Rhea as city manager. The new theatre will take the place of several theatres which have been closed by Video in Lubbock. . . . The Plaza, Kaufman, Tex., operated by Roy Nelson, is undergoing extensive remodeling. This will include installation of new seats, a new concession stand, a new screen, new ceiling, new wall paneling, carpeting. . . . The Majestic, Waco, Tex., which was the first to show a movie in the city in 1904 and which has housed business establishments for some time, is to be demolished to make way for a new hotel-motel complex. Four large zinc masks, attached for years to the facade of the building, have been presented to the University of Texas for its Hoblitzelle Theatre Arts Library.

## SEATTLE

It is reported that major circuits and some independents are preparing an industry-wide suit against the city's recently approved ordinance revising regulations on censorship. The legal test action will be filed against the ordinance by an organization called the Theatre Owners of Washington, Oregon, and Idaho, which represents the regional branch of the Motion Picture Producers of America. The claim has been made that the ordinance threatens the theatres' economic existence and freedom of expression. Screening of controversial films in advance for the Board of Theatre Supervisors adds burdensome expense, and enforcement of restricting certain films to persons between 18 and 21 unless accompanied "by spouse" is impractical. As a warning to resistance, Councilman Charles M. Carroll, chairman for the City Council's License Committee, pointed out that theatre licenses are up for renewal Nov. 30. . . . Helen Yorke, 20th-Fox publicist, was in Seattle from San Francisco working on exploitation tie-ins with Helene Curtis beauty preparations and "Good Bye Charlie," which opens Christmas Day at the 5th Avenue. A special screening will be held for beauty operators of this area on Dec. 7, and early December for other major cities of the northwest, including Tacoma, Spokane, Yakima, and Lewiston.

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# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107



NOVEMBER 11, 1964 SECTION TWO VOL. 72, NO. 17

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
- 815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- 822 COMMANDO—MD-98m.—Stewart Granger, Dorian Gray—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duellers
- A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair exploitation entry
- ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- A12 GODZILLA VS THE THING—FAN-90m.—(CS; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
- A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Glanna Marla Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teenagers may think this a cute novelty
- PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
- A07 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry
- 823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- A08 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer

### TO BE REVIEWED

- CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian-made
- DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
- FEAR—Boris Karloff
- GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
- ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
- LAST MAN ON EARTH—Vincent Price
- LAST TOMB OF LIGEIA, THE—(S; C)—Vincent Price
- NAVAJO RUN—Johnny Seven, Virginia Vincent
- OPERATION SNAFU—Sean Connery, Stanley Holloway
- PAJAMA PARTY—(PV; C)—Tommy Kirk, Annette Funicello
- SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
- SOME PEOPLE—(C)—Kenneth More
- TABOO—(C)—Narration by Vincent Price—Italian-made Documentary
- UNEARTHLY STRANGER, THE—John Neville
- UNDER AGE—Anne MacAdams, Roland Royter

### BUENA VISTA

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
- 153 MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
- 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
- 156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry
- SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue
- TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette
- 151 THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGeehan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; 8—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- Advance To The Rear . . . . . A2 MGM
- Adventures Of Scaramouche . . . . . Emb.
- Act One . . . . . A2 WB
- Affair At The Villa Fiorita, The . . . . . WB
- Agony And The Ecstasy, The . . . . . Fox
- America, America . . . . . A3 WB
- Americanization Of Emily, The . . . . . 8 MGM
- Amok . . . . . A1 Fox
- Amorous Adventure Of Moll Flanders . . . . . Par.
- Apache Rifles . . . . . A1 Fox
- Ape Woman, The . . . . . A3 Emb.

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



• Aphrodite, Goddess Of Love .. A2 Emb.  
 • Archangels, The ..... Emb.  
 • Art Of Love ..... U  
 Avenger, The ..... For.

**B**

• Back Door To Hell ..... Fox  
 Barbarian's The ..... For.  
 Bedtime Story ..... A3 U  
 • Bear, The ..... A1 Emb  
 Behold A Pale Horse ..... A2 Col.  
 Beauty And The Body ..... Misc.  
 • Bebo's Girl ..... Cont.  
 Becket ..... A3 Par.  
 Best Man, The ..... A4 UA  
 Blklnl Beach ..... A3 A-I  
 Billy Liar ..... A3 Cont.  
 Black Duke, The ..... For.  
 Black Like Me ..... A4 Misc.  
 • Black Spurs ..... Par.  
 Black Sabbath ..... B A1  
 • Blind Corner ..... A3 U  
 Block, The ..... Misc.  
 Blood Feast ..... Misc.  
 • Blood On The Arrow ..... A2 AA  
 Blood On The Balcony ..... For.  
 Bomb In High Street ..... For.  
 • Born Free ..... Col.  
 • Boy Ten Feet Tall, A ..... Par.  
 Brass Bottle, The ..... A1 U  
 Brlde On The River Kwai, The-RE ..... A1 Col.  
 Bridge To Glory ..... For.  
 • Buddha ..... A3 UA  
 Bullet For A Badman ..... A2 U  
 Bunny Yeager's Nude Las Vegas ..... Misc.  
 • Bus Riley's Back In Town ..... U

**C**

Caddy, The-RE ..... A1 Par.  
 Carpetbaggers, The ..... B Par.  
 Cartouche ..... A3 Emb.  
 • Casanova '70 ..... Emb.  
 Castle Of Blood ..... Misc.  
 • Cat Ballou ..... Col.  
 Ceremony, The ..... A3 UA  
 Chalk Garden, The ..... A2 U  
 Cheyenne Autumn ..... WB  
 Children Of The Damned ..... A2 MGM  
 Circus World ..... A1 Par.  
 • Clarence The Cross-Eyed Lion .. MGM  
 Cleopatra ..... B Fox  
 • Code 7, Victim 5 ..... A3 Col.  
 • Collector, The ..... Col.  
 Comedy of Terrors, The ..... B A1  
 Commando ..... A3 A-I  
 • Congo Vivo ..... Col.  
 • Conquered City ..... A1  
 Contempt ..... C Emb.  
 Cool World, The ..... A4 Misc.  
 • Crack In The World ..... Par.  
 Crawling Hand, The ..... Misc.  
 Crazy Desire ..... B EMB  
 Crimson Blade, The ..... A1 Col.  
 Curse Of The Living Corpse, The B Fox

**D**

Dark Purpose ..... A2 U  
 Day And The Hour, The ..... A2 MGM  
 • Day The Earth Froze ..... A-1  
 Dead Ringer ..... A3 WB  
 • Dear Heart ..... A3 WB  
 Dementia (Filmgroup) ..... B A-1  
 Devil Doll, The ..... For.  
 Devil Shlp Pirates ..... A2 Col.  
 Diary Of A Bachelor ..... B A1  
 • Die, Die, My Darling ..... Col.  
 • Dingaka ..... Emb.  
 Disorder ..... For.  
 • Disorderly Orderly, The ..... Par.  
 Distant Trumpet, A ..... A2 WB  
 Dream Maker, The ..... A-1 U  
 Dr. Crippen ..... A3 WB  
 Doctor In Distress ..... For.  
 Dr. Strangelove ..... A4 Col.  
 Don't Tempt The Devil ..... A3 For.  
 Dragon Sky ..... For.  
 Duel Of Champions ..... For.

**E**

Earth Dies Screaming, The ..... A1 Fox  
 Easy Life, The ..... A4 Emb.  
 • East Of Sudan ..... Col.  
 • El Greco ..... Fox  
 Emil And The Detectives ..... A1 BV  
 Empty Canvas, The ..... C Emb.  
 Ensign Pulver ..... A2 WB  
 • Erasmus With Freckles ..... Fox  
 • Erlik, The Conqueror ..... A2 A-1  
 • Escape By Night ..... A2 AA  
 Escape From Hell Island ..... Misc.  
 Evil Of Frankenstein, The ..... A2 U  
 Evil Eye ..... A2 A-1  
 Eyes Of Annie Jones ..... A3 Fox

**F**

Fall Safe ..... A2 Col.  
 Fall Of The Roman Empire ..... A1 Par.

154 TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

**TO BE REVIEWED**

THAT DARN CAT—(TC)—Hayley Mills, Dean Jones  
 THOSE CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

**COLUMBIA**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad  
 64030 BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story  
 64018 CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made  
 64019 DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made  
 64004 DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth  
 65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience  
 FINEST HOURS, THE—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made  
 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England  
 65001 GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry  
 64021 HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil  
 64020 LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64) Lavish and spectacular period adventure tale—European made  
 65002 NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience  
 64017 PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal  
 64016 QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western  
 65003 RIDE THE WILD SURF—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans  
 64014 STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker  
 64015 SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made

**COMING**

BORN FREE—(PV; C)—Bill Travers, Virginia McKenna  
 CAT BALLOU—(C)—Jane Fonda, Lee Marvin, Michael Callan  
 CODE 7, VICTIM 5—(C)—Lex Barker, Ann Smyrner  
 COLLECTOR, THE—(C)—Kenneth More, Samantha Eggar, Terence Stamp  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 DIE, DIE, MY DARLING—Tallulah Bankhead—English Made  
 EAST OF SUDAN—(TC)—Anthony Quate, Sylvia Sims—English  
 GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason, Francoise Dorleac  
 HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold  
 HIGHWAY—Steve McQueen, Lee Remick  
 KING RAT—George Segal, Tom Courtenay, James Fox  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
 LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens  
 LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian  
 MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris  
 MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newly, Anne Aubrey  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 SHIP OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin  
 SYNANON—Chuck Connors, Stella Stevens, Edmond O'Brien  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack  
 WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes  
 WORLD WITHOUT SUN—Jacques Cousteau Documentary

**CONTINENTAL (WALTER READE-STERLING, INC.)**

BLACK LIKE ME—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose  
 ORGANIZER, THE—D-126m.—Marcello Mastroianni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles  
 SEDUCED AND ABANDONED—CD-118m.—Saro Urzi, Stefania Sandrell—5191 (7-22-64)—Good import—Italian-made; English titles  
 BILLY LIAR—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty patrons—English-made  
 TO BED—OR NOT TO BED—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well-made import—Italian-made; English titles  
 POINT OF ORDER—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal  
 HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles  
 LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada  
 MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue

**COMING**

BEBO'S GIRL—Claudia Cardinale, George Chakiris—Italian-made; subtitles  
 LOVE GODDESSES, THE—All Star Cast  
 SLAVE TRADE IN THE WORLD TODAY, THE—(C)—Documentary

**EMBASSY**

APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles  
 CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)



CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
 CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
 EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
 EMPTY CANVAS, THE—D-104m.—Bette Davis, Horst Buchholz, Catherine Spaak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue  
 FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
 HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
 LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
 ONLY ONE NEW YORK—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
 PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
 YESTERDAY, TODAY AND TOMORROW—COMP-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles  
 ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

COMING

ADVENTURE OF SCARAMOUCHE—(C)—Gerard Barray—French-made  
 APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey  
 ARCHANGELS, THE—Roberto Bisacco, Virginia Onorato—Italian-made  
 BEAR, THE—Renato Rascal, Francis Blanche  
 CASANOVA-'70—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
 DINGAKA—Stanley Baker, Juliet Prowse  
 HELLFIRE CLUB—Peter Cushing, Adrienne Corri  
 MARRIAGE—ITALIAN STYLE—Sophia Loren, Marcello Mastroianni—Italian  
 YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French  
 LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle  
 THREE PENNY OPERA—Curt Jurgens, June Ritchie  
 SANTA CLAUS CONQUERS THE MARTIANS—fantasy

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

423 ADVANCE TO THE REAR—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
 508 AMERICANIZATION OF EMILY, THE—CD-117m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
 414 CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
 338 DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
 405 FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles  
 427 FLIPPER'S NEW ADVENTURE—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade  
 411 GLADIATORS SEVEN—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nusciak—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English  
 416 GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
 408 GOLDEN ARROW, THE—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undermanding and kids—Italian-made; dubbed in English  
 429 GOLD FOR THE CAESARS—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English  
 432 HONEYMOON HOTEL—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce  
 455 HOW THE WEST WAS WON—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
 506 JOY HOUSE—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France  
 422 KISSIN' COUSINS—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
 431 LOOKING FOR LOVE—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars  
 515 LILI—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
 418 MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
 6501 MGM'S BIG PARADE OF COMEDY—COMP.—109m.—MGM stars—5210 (9-2-64)—Sell the names and nostalgia  
 6511 MURDER AHOY—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made  
 503 MURDER MOST FOUL—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
 355 MUTINY ON THE BOUNTY—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Terita—4998 (11-21-62)—High rating adventure entry  
 417 NIGHT MUST FALL—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made  
 430 NIGHT OF THE IGUANA, THE—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner  
 6504 OF HUMAN BONDAGE—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
 6507 OUTRAGE, THE—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama  
 412 PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden  
 6502 QUO VADIS—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
 425 RHINO!—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa  
 419 SEVEN FACES OF DR. LAO—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
 413 SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes  
 424 TAMAHINE—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
 337 TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles  
 428 UNSINKABLE MOLLY BROWN, THE—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment  
 426 VIVA LAS VEGAS—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set  
 505 YOUNG LOVERS, THE—D-108m.—Peter Fonda, Sharon Huguency, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract  
 509 YOUR CHEATIN' HEART—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer

COMING FEATURES IN ORDER OF RELEASE

Jan. 36 HOURS—(PV)—James Gardner, Eva Marie Saint  
 VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hasseln  
 Feb. QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer  
 Feb. SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman

COMING

CLARENCE THE CROSS-EYED LION—Marshall Thompson, Betsy Drake  
 FLIGHT OF THE SANDPIPER—(PV; MC)—Elizabeth Taylor, Richard Burton  
 GET YOURSELF A COLLEGE GIRL—Joan O'Brien, Chad Everett  
 GIRL HAPPY—(PV; MC)—Elvis Presley, Shelley Fabares  
 GUNFIGHTERS AT CASA GRANDE—Alex Nicol  
 HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
 HILL, THE—Sean Connery, Michael Redgrave  
 JOY IN THE MORNING—(PV; MC)—Richard Chamberlain, Yvette Mimeoax  
 LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer  
 ONCE A THIEF—Alain Delon, Ann-Margret, Van Heflin, Jack Palance

Family Diary ..... A2 MGM  
 • Fargo ..... A3 U  
 • Fate Is The Hunter ..... A1 Fox  
 • Father Goose ..... U  
 • Favor, The ..... U  
 • FBI Code 98 ..... A1 WB  
 • Fear ..... A-1  
 • Ferry Cross The Mercey ..... UA  
 • Finest Hours, The ..... A1 Col.  
 • First Men In The Moon ..... A1 Col.  
 • Flesh Eaters, The ..... Misc.  
 • Flight From Ashiya ..... A3 UA  
 • Flight Of The Sandpiper ..... MGM  
 • Flipper's New Adventure ..... A1 MGM  
 • Fluffy ..... U  
 • For Those Who Think Young ... A3 UA  
 • Four Days In November ..... A1 UA  
 • Four For Texas ..... B WB  
 • From Russia, With Love ..... B UA  
 • Fun In Acapulco ..... A3 Par.  
 • Fury at Smuggler's Bay ..... A2 Emb

G

• Gallegher ..... BV  
 • Genghis Khan ..... Col.  
 • Get Yourself A College Girl ... MGM  
 • Giant Monster, The ..... For.  
 • Girl Happy ..... MGM  
 • Girl With Green Eyes ..... A4 For.  
 • Glass Cage, The ..... Misc.  
 • Gladiators Seven ..... A-1 MGM  
 • Global Affair, A ..... A3 MGM  
 • Glory Guys, The ..... UA  
 • Godzilla Vs The Thing ..... A1 AI  
 • Gold For The Caesars ..... A2 MGM  
 • Golden Arrow, The ..... A1 MGM  
 • Goldfinger ..... A3 UA  
 • Goliath And The Vampires ..... A2 A-1  
 • Goodbye Charlie ..... A3 Fox  
 • Good Neighbor Sam ..... A2 Col.  
 • Graveside Story, The ..... A-1  
 • Great Race, The ..... WB  
 • Greatest Story Ever Told, The .. UA  
 • Gunfight At Comanche Creek .. A3 Misc.  
 • Gunfighter At Casa Grande ..... MGM  
 • Guns At Batasi ..... A3 Fox  
 • Guns Of August ..... U

H

• Hallelujah Trall, The ..... UA  
 • Hamlet ..... A1 WB  
 • Hard Day's Night, A ..... A1 UA  
 • Harvey Middleman, Fireman .. Col.  
 • He Rides Tall ..... B U  
 • Hellfire Club ..... A3 Emb.  
 • Hercules In The Haunted World. For.  
 • Hercules, Samson And Ulysses .. MGM  
 • Hey There, It's Yogi Bear ..... A1 Col.  
 • Hidden Room Of 1,000  
 • Horrors, The ..... For.  
 • Hide And Seek ..... A2 U  
 • High And Low ..... Cont.  
 • Highway ..... Col.  
 • High Wind In Jamaica, A ..... Fox  
 • Hill, The ..... MGM  
 • Honeymoon Hotel ..... B MGM  
 • Horror Of Il All, The ..... A2 Fox  
 • Horror Of Party Beach, The ... B Fox  
 • House Is Not A Home, A ..... B Emb.  
 • How To Murder Your Wife ..... UA  
 • How The West Was Won ..... A1 MGM  
 • Hush, Hush, Sweet Charlotte .. Fox

I

• I'D Rather Be Rich ..... A2 U  
 • I'll Take Sweden ..... UA  
 • In Harm's Way ..... Par.  
 • Incredible Mr. Limpet, The .... A1 WB  
 • Intimate Diary Of Artists'  
 • Models ..... Misc.  
 • Invitation To A Gunfighter .... A3 UA  
 • Ipress File, The ..... U  
 • Island Of The Blue Dolphins ... A1 U  
 • It's Alive ..... AI  
 • It's A Mad, Mad, Mad, Mad  
 • World ..... A1 UA

J

• John Goldfarb, Please Come  
 • Home ..... Fox  
 • Journey To The End Of  
 • The Universe ..... A1  
 • Joy House ..... B MGM  
 • Joy In The Morning ..... MGM  
 • Judith ..... Par.



**K**

Killers, The	A3	U
King Rat		Col.
Kings Of The Sun	A2	UA
Kiss Me, Stupid		UA
Kisses For My President	A3	W8
Kissin' Cousins	B	MGM
Kitten With A Whip	B	U

**L**

La Bonne Soupe	C	For.
Ladybug, Ladybug	A2	UA
Lady In A Cage	B	Par.
Lanterna Magica		For.
Lassie's Great Adventure	A1	Fox
Last Man on Earth	A2	A-I
Last Tomb Of Ligeia, The		AI
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
Let's Talk About Women	C	Emb.
Life In Danger, A	A2	AA
Light Fantastic, The	B	Emb.
Lili-RE		MGM
Lilith	A4	Col.
Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The	A1	U
Living Between Two Worlds		Misc.
Long Ships, The	B	Col.
Longest Day, The	A1	Fox
Looking For Love	B	MGM
Lord Jim		Col.
Lorna		Misc.
Love Goddesses		Cont.
Love Has Many Faces		Col.
Love On A Pillow	C	For.
Love With The Proper Stranger	A3	Par.
Loved One, The		MGM
Luck Of Ginger Coffey, The	A3	Cont.

**M**

Madmen Of Mandores		Misc.
Mafioso	A3	For.
Mail Order Birde	A3	MGM
Major Dundee		Col.
Man From Galveston, The	A2	WB
Man In The Middle	8	Fox
Man Who Walked Through The Wall		For.
Man's Favorite Sport?	A3	U
Marnie	A3	U
Marriage-Italian Style		Emb.
Mary Poppins	A1	BV
Masque Of The Red Death	B	AI
Master Spy	A1	Misc.
McHale's Navy	A1	U
Mediterranean Holiday		Cont.
MGM's Big Parade Of Comedy	A1	MGM
McLintock	A1	UA
Mickey One		Col.
Mirage		U
Misadventures of Merlin Jones	A1	BV
Mister Moses		UA
Moon-Spinners, The	A1	BV
Move Over, Darling	A3	Fox
Morituri		Fox
Murder Ahoy	A1	MGM
Murder Most Foul	A1	MGM
Muscle Beach Party	A2	A-I
Mutiny On The Bounty	A2	MGM
My Blood Runs Cold		WB
My Fair Lady	A1	WB

**N**

Naked Brigade, The		U
Naked Kiss, The	A3	Misc.
Naked Prey, The		Par.
Navajo Run		AI
Never Put It In Writing	A1	Misc.
New Interns, The	B	Col.
Night Must Fall	B	MGM
Night Of The Iguana	A4	MGM
Night Train To Paris	A2	Fox
Night Walker, The	A2	U
Nightmare	A2	U
Nightmare In The Sun	A3	Misc.
None But The Brave		WB
Nothing But The Best	A4	For.
Nutty, Naughty Chateau	B	For.

**O**

Of Human Bondage	B	MGM
Once A Thief		MGM
One Man's Way	A1	UA
One Potato, Two Potato	A2	Misc.
One Way Pendulum		UA
Only One New York	A1	Emb.
Operation Crossbow		MGM
Operation SNAFU		A-I
Organizer, The	A4	For.
Orgy At Lil's Place, The		Misc.
Outrage, The	A3	MGM

OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard  
 POSTMAN'S KNOCK—Spilke Milligan, Barbara Shelley  
 ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, Su Ann Langdon  
 SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves  
 SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
 SHE—Ursula Andress, Peter Cushing—English made  
 SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast  
 YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif  
 YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson  
 ZEBRA IN THE KITCHEN—Jay North, Andy Devine

**PARAMOUNT**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment  
 R6402 CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue  
 6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—  
 Highly commercial explosive entry  
 CIRCUS WORLD—D-135m.—(TC; C)CINERAMA—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in  
 Cinerama should prove popular—Filmed abroad  
 6400 FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)  
 —Overwhelming entry rates high among epics—Filmed in Spain  
 6305 FUN IN ACAPULCO—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again  
 6311 LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama  
 is rough on audiences; but gripping  
 6316 LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful  
 western with big names  
 6312 LOVE WITH THE PROPER STRANGER—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama  
 of youngsters searching for love  
 6318 PARIS PICK-UP—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-  
 made; dubbed in English  
 6314 PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on  
 name power—French-made  
 6322 PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it  
 6320 RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyack—5174 (6-10-64)—Well-made spy thriller—English-made  
 6323 ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantel, Adam West—5174 (6-10-64)—Good science fiction  
 entry  
 6313 SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-  
 filled cast  
 6317 SON OF CAPTAIN BLOOD—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad  
 6324 STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western  
 6325 WALK A TIGHTROPE—MD-69m.—Dan Duryea, Patricia Owens—5170 (5-27-64)—Okay brief program meller—English-made  
 6404 WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-  
 64)—Adult drama with particular appeal for women has big boxoffice potential  
 6310 WHO'S BEEN SLEEPING IN MY BED?—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)  
 —Sophisticated, adult comedy  
 5306 WHO'S MINDING THE STORE?—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry  
 R6403 YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and  
 Lewis comedy—Reissue

**COMING**

AMOROUS ADVENTURES OF MOLL FLANDERS—(PV; TC)—Klm Novak, Richard Johnson  
 8LACK SPURS—(TC)—Roy Calhoun, Linda Darnell, Scott Brady  
 8OY TEN FEET TALL, A—(CS, TC)—Edward G. Robinson  
 CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott  
 DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis  
 IN HARM'S WAY—(PV)—John Wayne, Patricia Neal, Kirk Douglas  
 JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
 NAKED PREY, THE—(PV; TC)—Cornel Wilde  
 REQUIEM FOR A GUNFIGHTER—(TS; TC)—Rod Cameron, Stephen McNally  
 ROUSTABOUT—(TE, TC)—Elvis Presley, Barbara Stanwyck  
 SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors  
 SYLVIA—Carroll Baker, George Maharis, Ann Southern  
 YOUNG FURY—(TS; TC)—Roy Calhoun, Virginia Mayo, Richard Arlen

**20TH CENTURY-FOX**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

444 CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertain-  
 ment  
 412 CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable  
 horror entry  
 424 EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for  
 duallers—English-made  
 404 EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made  
 423 FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about  
 planes and people  
 428 GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent  
 cast  
 417 GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama  
 422 HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—Eng-  
 lish-made  
 411 HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Alras—5154 (4-15-64)—Mediocre, but exploit-  
 able, horror opus for teens  
 322 LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part  
 of program  
 414 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad  
 401 MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England  
 and India  
 324 MOVE OVER DARLING—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy  
 420 NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-  
 made  
 426 RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western  
 has fine cast, fast action  
 403 SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploit-  
 able shocker  
 408 SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzl Gaynor—5142 (3-4-64)—Entertaining hit—Reissue  
 402 SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal  
 405 THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made  
 in England  
 426 VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and venge-  
 ance—Filmed in Italy  
 415 WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled  
 entry is headed for better returns  
 421 WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made  
 325 YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

**COMING**

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison  
 AMOK—Jock Mahoney, Margia Dean  
 APACHE RIFLES—(C)—Audie Murphy  
 BACK DOOR TO HELL—Jimmie Rodgers  
 EL GRECO—Mel Ferrer, Rosanna Schiaffino  
 ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy  
 HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Venfura  
 HUSH, HUSH SWEET CHARLOTTE—(C)—Olivia DeHavilland, Bette Davis, Joseph Cotten  
 JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley MacLaine, Peter Ustinov  
 MORITURI—(CS)—Marlon Brando, Yul Brynner, Janet Margolin  
 PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Francosa  
 RAPTURE—(CS)—Patricia Gozzi, Melvyn Douglas—English made  
 REWARD, THE—(CS; C)—Max Von Sydow, Nina Castelovva, Efrem Zimbalist, Jr., Yvette Mimieux



SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker  
 THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel  
 UP FROM THE BEACH—Cliff Robertson, Irina Demick  
 VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter  
 ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
- 6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
- 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daiju-Hecht
- 6410 **FOR THOSE WHO THINK YOUNG**—CMU-96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch
- 6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper
- 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
- 6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made
- 6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer
- 6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
- 6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
- 6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
- 6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
- 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
- 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
- 6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman
- 6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean
- 6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch
- 6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch
- 6419 **TOPKAPI**—CD-120m.—(C)—Melfina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways
- 6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made
- 6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

### COMING FEATURES IN ORDER OF RELEASE

- Sept. **BUDDHA**—(TE; TC)—Japanese-made
- Jan. **GOLDFINGER**—(TC)—Sean Connery, Honor Blackman—Eon—English-made
- Dec. **KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch

### COMING

FERRY CROSS THE MERSEY—Gerry And The Pacemakers—English-made  
 GLORY GUYS, THE—(PV; DC)—Tom Tryon, Harve Presnell, Jeanne Cooper—Levy-Gardner—Laven  
 GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens  
 HALLELUJAH TRAIL, THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
 HOW TO MURDER YOUR WIFE—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.  
 I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon  
 MISTER MOSES—(PV; C)—Robert Mltchum, Carroll Baker—Ross  
 ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made  
 RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
 SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch  
 SHABBY TIGER, THE—(C)—Cliff Robertson, Jack Hawkins—Novus  
 THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris  
 TRAIN, THE—Burt Lancaster, Jeanne Moreau  
 WHAT'S NEW, PUSSYCAT?—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment
- 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
- 6421 **BULLET FOR A BADMAN**—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program
- 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
- 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
- 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
- 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
- 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
- 6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
- 6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names
- 6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade
- 6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angle Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story
- 6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program
- 6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders
- 6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
- 6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama
- 6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing
- 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
- 6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
- 6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy
- 6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made
- 6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
- 6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

## P

- Pajama Party ..... AI
- Paris Pick-Up ..... Par.
- Party, The ..... AA
- Paris When It Sizzles ..... A3 Par.
- Passionate Thief, The ..... A3 Emb.
- Patsy, The ..... A1 Par.
- Pink Panther ..... A3 UA
- Playboy ..... Col.
- Play It Cooler ..... Col.
- Pleasure Seekers, The ..... Fox
- Point Of Order ..... A2 Cont.
- Postman's Knock ..... MGM
- Prize, The ..... A3 MGM
- Psyche 59 ..... 8 Col.
- Psychomania ..... Misc.
- Pumpkin Eater, The ..... For.
- Pyro ..... A3 A-I

## Q

- Quick, Before It Melts ..... MGM
- Quick Gun, The ..... A2 Col
- Quo Vadis—Re. .... A1 MGM

## R

- Racing Fever ..... B AA
- Rage To Live, A ..... UA
- Raiders, The ..... A1 U
- Raiders Of Leyte Gulf, The ..... A1 For.
- Rapture ..... Fox
- Ready For The People ..... WB
- Requiem For A Gunfighter ..... Par.
- Reward, The ..... Fox
- Rhino ..... A1 MGM
- Ride The Wild Surf ..... A1 Col.
- Ring of Treason ..... A2 Par.
- Rio Conchos ..... A3 Fox
- Robin And The 7 Hoods ..... A2 WB
- Robinson Crusoe On Mars ..... A1 Par.
- Rounders, The ..... MGM
- Roustabout ..... A2 Par.

## S

- Sadist, The ..... Misc.
- Samson And The Slave Queen ..... A1 A-I
- Sandokan, The Great ..... MGM
- Santa Claus Conquers The Martians ..... A1 Emb.
- Satan Bug, The ..... A2 UA
- Secret Door, The ..... A2 Misc.
- Secret Invasion, The ..... A2 UA
- Secret of My Success, The ..... MGM
- Seduced And Abandoned ..... A3 For.
- Send Me No Flowers ..... A2 U
- Senilita ..... Col.
- Seven Days In May ..... A2 Par.
- Seven Faces Of Dr. Lao, The ..... A1 MGM
- Seventh Dawn, The ..... B UA
- Sex And The Single Girl ..... B WB
- Shabby Tiger, The ..... UA
- She ..... MGM
- Shenandoah ..... U
- Ship Of Fools ..... Col.
- Shock Treatment ..... A2 Fox
- Shot In The Dark, A ..... B UA
- Signpost To Murder ..... MGM
- Sin On The Beach ..... For.
- Sing And Swing ..... A2 U
- Situation Hopeless But Not Serious ..... Par.
- 633 Squadron ..... A2 UA
- Skydivers, The ..... Misc.
- Silme People, The ..... Misc.
- So Dear To My Heart—Re ..... A1 BV
- Soldier In The Rain ..... B Misc.
- Some People ..... A-I
- Son Of A Gunfighter ..... MGM
- Son Of Captain Blood, The ..... A1 Par.
- Sound Of Music, The ..... Fox
- South Pacific—RE. .... A3 Fox
- Stage To Thunder Rock ..... A2 Par.
- Stark Fear ..... Misc.
- Station Six Sahara ..... B Misc.
- Stop Train 349 ..... A2 Misc.
- Strait-jacket ..... A3 Col.
- Strange Bedfellows ..... U
- Strangler, The ..... B Misc.
- Sunday In New York ..... B MGM
- Surf Party ..... A2 Fox
- Swingin' Malden, The ..... A1 Col.
- Sword of All Baba, The ..... U
- Sword Of El Cid, The ..... For.
- Sylvia ..... Par.
- Synanon ..... Col.



T

- Taboo ..... AI
- Taffy And The Jungle Hunter ..... AA
- Taggart ..... A2 U
- Tamahine ..... A3 MGM
- Tattooed Police Horse, The ..... AI BV
- That Darn Cat ..... AI BV
- That Funny Feeling ..... U
- That Man From Rio ..... A2 For.
- These Are The Damned ..... Col.
- Thin Red Line, The ..... A3 Misc.
- Three Lives Of Thomasina, The ..... AI BV
- 3 Nuts In Search Of A Bolt ..... Misc.
- Three Penny Opera ..... A3 Emb.
- Third Secret, The ..... A3 Fox
- 36 Hours ..... MGM
- Those Callows ..... BV
- Those Magnificent Men In Their Flying Machines ..... Fox
- Thousand Clowns, A ..... UA
- Three Stooges Meet The Gunslingers, The ..... Col.
- Tiger Walks, A ..... AI BV
- Tiko And The Shark ..... MGM
- Time Travelers, The ..... B A-1
- To Bed Or Not To Bed ..... A3 Cont.
- Tomorrow At Ten ..... For.
- Topkapi ..... A3 UA
- Torpedo Bay ..... A3 AI
- Train, The ..... UA
- Troublemaker, The ..... Misc.
- Truth About Spring, The ..... U
- Two Are Guilty ..... A3 MGM
- Two On A Guillotine ..... WB

U

- Unearthly Stranger, The ..... AI A-1
- Under Age ..... B AI
- Unsinkable Molly Brown, The ..... A2 MGM
- Up From The Beach ..... Fox

V

- Valley Of The White Wolves ... AA
- Vice And Virtue ..... B MGM
- Visit, The ..... A4 Fox
- Viva Las Vegas ..... B MGM
- Von Ryan's Express ..... Fox
- Voyage To The End Of The Universe ..... AI A-1

W

- Wacky Playboy, The ..... Misc.
- Walk A Tightrope ..... A2 Par.
- Walls Of Hell, The ..... A2 Misc.
- War Is Hell ..... A2 Misc.
- War Lord, The ..... U
- Watch It, Sailor ..... Col.
- Weekend ..... C For.
- What A Way To Go! ..... B Fox
- What's New, Pussycat ..... UA
- Where Love Has Gone ..... A3 Par.
- White Savage ..... AA
- White Slaves Of Chinatown ..... Misc.
- Who's Been Sleeping In My Bed ..... B Par.
- Who's Minding The Store? ..... AI Par.
- Wild And Wonderful ..... AI U
- Woman In The Dunes ..... For.
- Witchcraft ..... A2 Fox
- Women Of Straw ..... A3 UA
- Woman Who Wouldn't Die, The ..... A3 WB
- World Of Henry Orient, The ..... A2 UA
- World Without Sun ..... Col.

Y

- Yanco ..... For.
- Yank In Viet-nam, A ..... AI Misc.
- Yellow Rolls Royce, The ..... MGM
- Yesterday, Today And Tomorrow ..... B Emb.
- Young Girls Of Good Family ... Emb.
- Youngblood Hawke ..... A3 WB
- Young And Willing ..... A4 U
- Young Cassidy ..... MGM
- Young Fury ..... Par.
- Young Go Wild, The ..... For.
- Young Lovers, The ..... A3 MGM
- Young Swingers, The ..... AI Fox
- Your Cheatin' Heart ..... MGM
- Your'e Never Too Young—Re. ... A2 Par.

Z

- Zebra In The Kitchen ..... MGM
- Zorba, The Greek ..... Fox
- Zulu ..... A3 Emb.

COMING

- ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
- BLIND CORNER—William Sylvester, Barbara Shelley—English made
- BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
- FARGO—Michael Parks, Celia Kaye
- FATHER GOOSE—(C)—Cary Grant, Leslie Caron
- FAVOR, THE—(C)—Rock Hudson, Leslie Caron
- FLUFFY—(C)—Tony Randall, Shirley Jones
- GUNS OF AUGUST—World War I Documentary
- IPCRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made
- MIRAGE—Gregory Peck, Diane Baker
- NAKED BRIGADE, THE—Shirley Eaton, Ken Scott
- NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
- SHENANDOAH—(C)—James Stewart, Doug McClure
- STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
- SWORD OF ALI BABA, THE—(C)—Peter Mann, Laura Lane
- TAGGART—(C)—Tony Young, Dan Duryea
- THAT FUNNY FEELING—(C)—Sandra Dee, Bobby Darin, Donald O'Connor
- TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur
- WAR LORD, THE—(PV; C)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

- 362 ACT ONE—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
- 358 AMERICA AMERICA—D-174m.—Stathis Giallelia—5121 (1-8-64)—Well-made, interesting drama—Filmed abroad
- 480 CHEYENNE AUTUMN—AD-158m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry
- 357 DEAD RINGER—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
- 363 DISTANT TRUMPET, A—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
- 361 DR. CRIPPEN—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair Import—English-made
- 366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
- 364 FBI CODE—98—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
- 356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
- HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic
- 359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
- 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast
- 360 MAN FROM GALVESTON, THE—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
- 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top
- 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler
- 365 ROBIN AND THE 7 HOODS—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please
- 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

- AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
- DEAR HEART—Ginn Ford, Geraldine Page
- GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
- MY BLOOD RUNS COLD—Troy Donahue, Joey Heatherton
- NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker
- SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
- TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
- WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made

MISCELLANEOUS

- BEAUTY AND THE BODY—NOV.-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
- BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
- BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
- BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nude novelty for fast buck spots—Cinema Syndicate
- CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.
- COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V
- CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
- ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
- FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.
- GLASS CAGE, THE—MD-84m.—Arlene Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
- GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western—Allied Artists
- INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nude novelty—Okay Beautiful
- LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire
- LORNA—D-77m.—Lorna Maltland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
- MADMEN OF MANDORAS—MD-74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
- MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made—Allied Artists
- NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair adult programmer—Allied Artists
- NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland—Allied Artists
- ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
- ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)—Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
- PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardf, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
- SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
- SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made—Allied Artists
- SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
- SKYDIVERS, THE—MD-75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
- SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help—Allied Artists
- STARK FEAR—MD-86m.—Beverly Garland, Sklp Homler—5134 (2-19-64)—Spotty effort on an ugly subject—Ellis
- STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad—Allied Artists
- STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad) Allied Artists
- STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller—Allied Artists
- THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film—Allied Artists
- 3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nude, sexy angles—Harlequin Int.
- TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
- WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
- WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Ceclia Lopez—5193 (8-5-64)—War In The Philippines serves up action for the program—Made In Philippines—Hemisphere
- WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half—Allied Artists
- WHITE SLAVES OF CHINATOWN—MD-70m.—Audrey Campbell—5171 (5-27-64)—Nude with veneer of social commentary—American Film Dist.
- YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad—Allied Artists



# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- AVENGER, THE**—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English—Medallion
- BRIDGE TO GLORY**—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo
- BARBARIANS, THE**—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere
- BLACK DUKE, THE**—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English—PRC
- BLOOD ON THE BALCONY**—DOC.—92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo
- BOMB IN THE HIGH STREET**—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot—English-made—Hemisphere
- DEVIL DOLL**—D—80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.
- DISORDER**—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary
- DOCTOR IN DISTRESS**—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor
- DON'T TEMPT THE DEVIL**—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO
- DRAGON SKY**—D-95m.—(EC)—Narie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert
- DUEL OF CHAMPIONS**—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion
- GIANT MONSTER, THE**—MD-87m.—Edmund Purdom, Glanna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert
- HERCULES IN THE HAUNTED WORLD**—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.
- HIDDEN ROOM OF 1,000 HORRORS, THE**—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union
- LA BONNE SOUPE**—CD-97m.—(CS)—Anne Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LATERNA MAGIKA**—NOV.—119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslovakia—Richard Fleischer
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MAFIOSO**—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.
- NOTHING BUT THE BEST**—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.
- PUMPKIN EATER, THE**—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity features strong performances—English-made—Royal Films Int.
- RAIDERS OF LEYTE GULF, THE**—MD-80m.—Liza Moreno, Efen Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere
- SIN ON THE BEACH**—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.
- SWORD OF EL CID, THE**—86m.—(Supercinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC
- THAT MAN FROM RIO**—C-114m.—(EC)—Jean-Paul Belmonde, Francoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert
- TOMORROW AT TEN**—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor
- WEEKEND**—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.
- YANCO**—D-85m.—Ricardo Ancona—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman
- YOUNG GO WILD, THE**—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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- 19301 Little Whirlwind
- 19302 The Whalers
- 19303 First Aiders
- 19304 Army Mascot
- 19305 Goofy Gymnastics
- 19306 Home Made Home
- 19307 Foul Hunting
- 19308 Timber
- 19309 Truant Officer Donald
- 19310 Golden Eggs
- 19311 Test Pilot Donald
- 19312 Lambert, The Sheepish Lion

### SINGLE REEL CARTOONS (TECHNICOLOR)

- 101 How To Have An Accident At Work
- 123 The Litterbug
- 125 Aquamania

### TWO REEL CARTOON SPECIALS (TECHNICOLOR)

- 097 Goliath II
- 102 Noah's Ark
- 119 Saga Of Windwagon Smith
- 112 Donald and The Wheel
- 139 A Symposium On Popular Songs

### THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

- 079 Japan
- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

## Columbia

### COLOR FEATURETTES

- 7441 (Sept.) Wonderful Switzerland
- 7442 (Nov.) Travel Along With The Arkansas Traveler
- 7443 (Jan.) Eventful Britain
- 7444 (Mar.) Wonderful Africa
- 7445 (May) Wonderful New York
- 7446 (July) Wonderful Beaulieu

### LOOPY DE LOOP COLOR CARTOONS

- 7701 (Sept.) Slippery Slippers
- 7702 (Oct.) Chicken Fracas-See
- 7703 (Nov.) Rancid Ranson
- 7704 (Dec.) Bunnies Abundant
- 7705 (Feb.) Just A Wolfe At Heart
- 7706 (Mar.) Chicken-Hearted Wolf
- 7707 (Apr.) Watcha Watchin'
- 7708 (May) A Fallible Fable
- 7709 (June) Sheep Steelers Anonymous
- 7710 (July) Wolf In Sheep Dog's Clothing

### MR. MAGOO CARTOONS (REISSUES)

- 7751 (Sept.) Magoo's Cruise
- 7752 (Oct.) Magoo's Problem Child
- 7753 (Nov.) Love Comes To Magoo
- 7754 (Dec.) Meet Mother Magoo
- 7755 (Feb.) Gumshoe Magoo
- 7756 (Mar.) Magoo Goes Overboard
- 7757 (May) Bwana Magoo
- 7758 (July) Matador Magoo

### COLOR FAVORITE CARTOONS (REISSUES)

- 7601 (Sept.) Gerald McBoing Boing On Planet Moo
- 7602 (Sept.) Happy Tots
- 7603 (Oct.) Willie The Kid
- 7604 (Nov.) Little Rover
- 7605 (Nov.) Christopher Crumpet
- 7606 (Dec.) A Boy and His Dog
- 7607 (Jan.) Rooty Toot, Toot
- 7608 (Jan.) Snow Time
- 7609 (Feb.) Emperor's New Clothes
- 7610 (Mar.) Little Boy With A Big Horn
- 7611 (Mar.) The Foxy Pup
- 7612 (Apr.) Let's Go
- 7613 (May) Gerald McBoing Boing
- 7614 (June) Bon Bon Parade
- 7615 (July) Madeline

### CANDID MICROPHONE

- 7551 (Sept.) No. 1 Series 4
- 7552 (Nov.) No. 2 Series 4
- 7553 (Jan.) No. 3 Series 4
- 7554 (Mar.) No. 4 Series 4

### WORLD OF SPORTS

- 7801 (June) Hunting Unlimited (Color)
- 7802 (Aug.) Rassin Rampage

### TWO REELERS THE THREE STOOGES (REISSUES)

- 7401 (Sept.) Husbands Beware
- 7402 (Oct.) Creeps
- 7403 (Nov.) Flagpole Jitters
- 7404 (Jan.) For Crimin Out Loud
- 7405 (Feb.) Rumpus In The Harem
- 7406 (Apr.) Hot Stuff
- 7407 (May) Scheming Schemers
- 7408 (July) Commotion In The Ocean

### COMEDY FAVORITES (REISSUES)

- 7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
- 7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
- 7433 (Dec.) Training For Trouble (Schilling & Lane)
- 7434 (Jan.) He Popped His Pistol
- 7435 (Mar.) Wife Decoy
- 7436 (June) Pardon My Terror

### ASSORTED FAVORITES (REISSUES)

- 7421 (Sept.) Spies and Guys (Joe Besser)
- 7422 (Nov.) General Nuisance (Buster Keaton)
- 7423 (Dec.) Hook A Crook (Joe Besser)
- 7424 (Feb.) So's Your Antenna (Harry VonZell)
- 7425 (Apr.) She's Oil Mine (Buster Keaton)
- 7426 (May) Meet Mr. Mischief

### SERIALS (REISSUES)

- 7120 (Oct.) The Batman
- 7140 (Mar.) Roar Of The Iron Horse
- 7160 (July) Gunfighters Of The Northwest

## Metro-Goldwyn-Mayer

### TOM AND JERRY CARTOONS (METROCOLOR)

- W-361 (Sept.) Switchin' Kitten
- W-362 (Oct.) Down and Outing
- W-363 (Dec.) Greek To Me-ow
- W-364 (Jan.) High Steaks
- W-365 (Mar.) Mouse Into Space
- W-366 (Apr.) Landing Stripling
- W-367 (June) Calypso Cat

### NEW TOM AND JERRY CARTOONS (METROCOLOR)

- C-6431 Dickie Moe
- C-6432 Cartoon Kit
- C-6433 Tall In The Trap
- C-6434 Sorry Safari
- C-6435 Buddies Thicker Than Water
- C-6436 Carmen Get it

### GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

- W-6461 Puss Gets The Boot
- W-6462 Fraidy Cat
- W-6463 Dog Trouble
- W-6464 Bowling Alley Cat
- W-6465 Fine Feathered Friend
- W-6466 Sufferin' Cat
- W-6467 Lonesome Mouse
- W-6468 Mouse Comes To Dinner
- W-6469 Baby Puss
- W-6470 Zoot Cat
- W-6471 Million Dollar Cat
- W-6472 Puttin' On The Dog

## Paramount

### COLOR FEATURETTE

- AA22-i Sportarama

### HIGH TOPPER

- T22-1 Thin Along
- T22-2 Isles Of The Sun
- T22-3 Melody For Machines
- T22-4 The World Starts Next Door
- T22-5 Beauties Of Scandinavia
- T23-1 Fascinating Finland
- T23-2 Mayflower, U.S.A.
- T23-3 Commuting For Adventure

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whiz Quiz Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Badtime Story
- M23-3 Pig's Feet
- M23-4 Sour Gripes
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E-23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'ral
- C22-5 Keeping Up With Krazy
- C22-6 Mouse Blanche
- C23-1 Panhandling On Madison Avenue
- C-23-2 Fizzicle Fizzle
- C23-3 Sailing Zero
- C23-4 Fix That Clock
- C23-5 A Friend In Tweed
- C23-6 The Once Over
- C23-7 Service With A Smile
- C23-8 Call Me A Taxi
- C23-9 Highway Slobbery

### SPECIAL

- B23-1 Jamboree At Marathon
- B23-2 Wyoming Snapshot

### SPORTS IN ACTION

- D23-i Festival Of The Bulls
- D23-2 Sky Divers

- D23-3 Speed On Ice
- D23-4 Best In Show
- D23-5 On The Bounce

## 20th Century-Fox

### MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

- 7313 (June) Pope John XXIII

### MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

- 7301 (Jan.) Two On A Pass
- 7302 (Feb.) Maine, U.S.A.
- 7303 (March) Sports, Wacky and Wet
- 7304 (April) Fairytale Land—Denmark
- 7305 (May) San Fan See
- 7306 (June) Rangers of Yellowstone
- 7307 (May) Bermuda Moods
- 7308 (July) Green Gold
- 7309 (Nov.) Atomic Lady
- 7310 (Dec.) Tasmania
- 7311 (Dec.) The Swedish Look
- 7312 ( ) Portugal

### TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

- 5401 (Jan.) Roc-A-Bye Sinbad
- 5402 (Feb.) The Red Tarctor
- 5403 (Mar.) Brother From Outer Space
- 5405 (Apr.) King Rounder
- 5406 (May) Short Term Sheriff
- 5407 (June) The Kisser Plant
- 5411 (July) Adventure By The Sea
- 5408 (Aug.) Oil Thru The Day
- 5409 (Sept.) Outer Galaxy Gazette
- 5410 (Oct.) The Gold Dust Bandit
- 5404 (Nov.) Search For Misery
- 5412 (Dec.) Molecular Mixup

## Universal-International

### TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

- 4301 (Jan.) Land Of The Long White Cloud
- 4306 (Apr.) Four Hits And A Mister

### SPECIAL

- 4304 (Jan.) Football Highlights of 1962

### ONE REEL COLOR SPECIALS

- 4371 (Jan.) Steel Bands—Tropical Music (CS)
- 4372 (Feb.) A Picture For Jean
- 4373 (Mar.) A Bridge Named Emma (CS)
- 4374 (Apr.) End Of The Plains
- 4375 (May) Island Spectacular
- 4376 (June) The Unknown Giant
- 4377 (July) This Is The Place
- 4378 (Aug.) Land Of Homer

### WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

- 4331 (Jan.) Woody Meets Davy Crewcut
- 4332 (Feb.) Box Car Bandit
- 4333 (Mar.) Unwearable Salesman
- 4334 (Apr.) International Woodpecker
- 4335 (May) To Catch A Woodpecker
- 4336 (June) Round Trip To Mars
- 4337 (July) Dopy Dick, The Pink Whale

### NEW WALTER LANTZ COLOR CARTUNES

- 4311 (Jan.) Fish and Chips
- 4312 (Jan.) Greedy Gabby Gator (WW)
- 4313 (Feb.) Coming Out Party
- 4314 (Mar.) Case Of The Cold Storage Yegg
- 4315 (Mar.) Robin Hoody Woody, (WW)
- 4316 (Apr.) Charlie's Mother-In-Law
- 4317 (May) Stowaway Woody (WW)
- 4318 (May) Hi-Seas Hi-Jacker
- 4319 (June) Shutter Bug (WW)
- 4320 (July) Salmon Loafer
- 4321 (July) Coy Decoy (WW)
- 4322 (Aug.) Goose In The Rough
- 4323 (Sept.) Tenant's Racket (WW)
- 4324 (Oct.) Pesky Pelican
- 4325 (Oct.) Short In The Saddle (WW)
- 4326 (Nov.) Goose Is Wild
- 4327 (Nov.) Teepee For Two (WW)
- 4328 (Dec.) Science Friction (WW)
- 4329 (Dec.) Calling Dr. Woodpecker (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 3701 (Oct.) Panchus Hideaway
- 3702 (Nov.) Tequilla Mocking Bird

### BUGS BUNNY SPECIALS

- 2721 (10-19-63) Mad As A Mars Hare
- 2722 (1-18-64) Dumb Patrol
- 2723 (Mar.) Dr. Devil And Mr. Hare
- 2724 (July) False Hare

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 3301 (Sept.) Hair Conditioned
- 3302 (Sept.) Broom Stick Bunny
- 3303 (Oct.) Rocket By Baby
- 3304 (Nov.) Tree Cornered Tweety

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

- 3001 (Sept.) Where Winter Is King

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

- 3501 (Nov.) Riviera Revelries



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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: House manager for conventional theatre located in Connecticut. Independent circuit operation. Give background and qualifications. BOX B114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EX-FILM AUDITOR, presently living in West, desires position utilizing his talents in East. Thoroughly experienced in all phases of distribution and exhibition. BOX C114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Manager for Northeast Philadelphia theatre. Must be strong on advertising and publicity. Salary commensurate with ability. Write in confidence. BOX D114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EXPERIENCED RELIABLE PROJECTIONIST doing graduate work at Indiana University available for relief operation in Bloomington area. Contact JON L. BUSCH, G.R.C. BOX 50, Indiana University, Bloomington, Ind. (1028)

MANAGER OR SUPERVISOR available. 25 years experience in management. Indoor or outdoor proposition entertained. Good references. BOX C1028, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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PHILA., PA. 19107

(Forty-Six Years of Service To  
The Motion Picture Industry)



MOTION PICTURE

# EXHIBITOR

NOVEMBER 18, 1964

Volume 72

Number 18

IN THREE SECTIONS • THIS IS SECTION ONE



## COMPO Fears Censor Drive

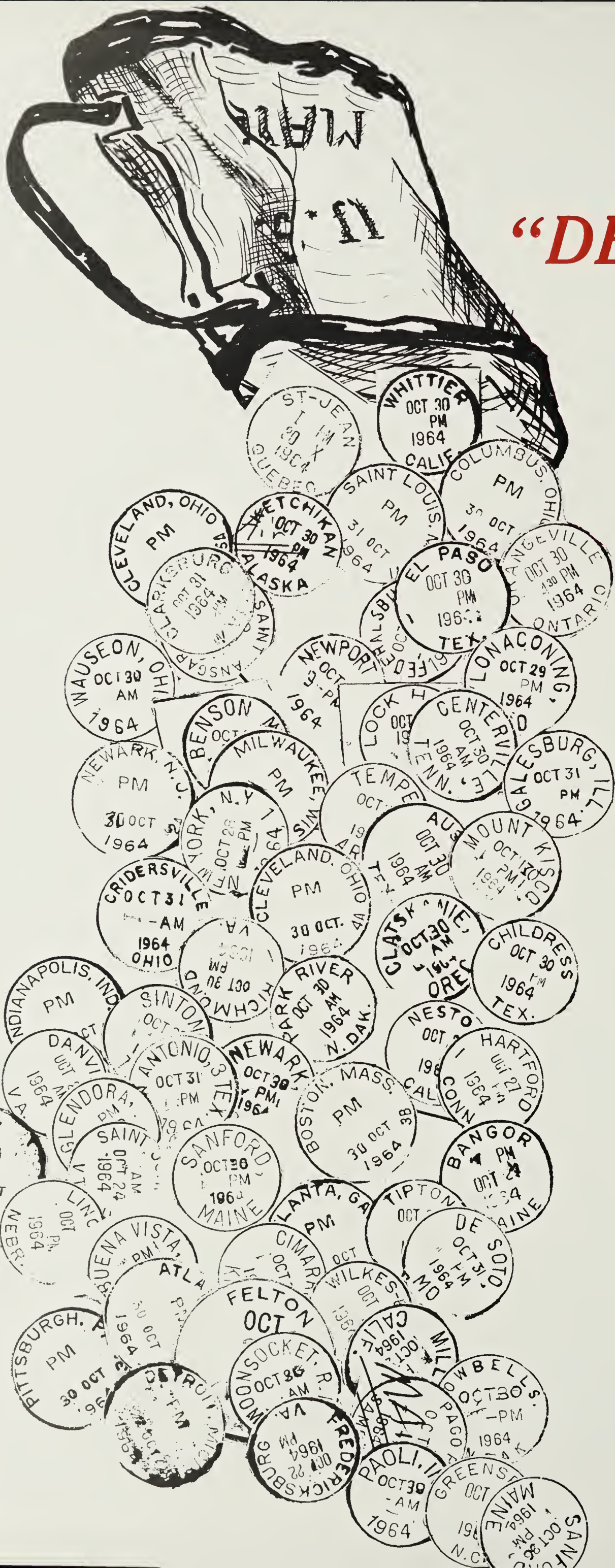
(See page 5)

## Physical Theatre— Extra Profits Dept.

Pete Harrison, veteran tradepaperman now residing in Greece, is seen with his nephew, Lakis, blind since birth. Pete wants to bring the boy to America. See story on page 4.

1965 BOOKING CALENDAR WITH THIS ISSUE





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Volume 72 • No. 18

NOVEMBER 18, 1964

OUR 46th YEAR

## NOTHING BUT THE NAKED TRUTH

ABRAHAM LINCOLN said, "You can fool some of the people all of the time and all of the people some of the time—but you can not fool all of the people all of the time." Sometimes it seems that the motion picture industry is trying to prove he was wrong.

The rigamarole that surrounds bidding practices in the motion picture industry often seem designed to fool all of the people all of the time. Everyone admits that blind bidding is wrong and unfair, but the practice is continued. Some companies are rebidding pictures as many as three or four times in order to extract the last possible dollar from competing exhibitors. No other industry contends with such unfair practices, and yet the Department of Justice and the Federal Trade Commission repeat that they can see nothing wrong.

Perhaps by the time another 1,000 theatres close, a change will be made in these departments, and they will take a stand against patently unfair acts. We defy any distributor to tell us that he would react differently if he were an exhibitor who had to contend with these unbusinesslike practices.

It is a known fact that one distributor told an exhibitor what the bids of his competitors were in order to teach other theatremen a lesson. He also promised additional pictures to the theatremen. The result was that the theatremen took a financial licking in the long run.

Distributors know that exhibitors do not trust one another. Some play on this distrust and welcome the opportunity to set theatremen against one another. This may result in quick profits, but is it salesmanship? The eventual result must be to reduce the number of sales possibilities.

We can name a long list of cases where total theatre grosses did not match an exhibitor's bid. Can this be anything but suicidal?

Answer this, Mr. Industryrite: How long can it last? And where will distribution sell its films if theatre outlets are forced out of business? Of course, there remains the ace in the hole—television, but is that the answer the industry wants?

We have heard a suggestion bandied about that the industry approach Senator Kenneth Keating of New York, who was defeated in the recent election, and ask him to serve as an impartial observer in an effort to clarify legality and ethics in view of the serious problems created by certain business practices. The pitch to the Senator would be made by Allied and TOA, it is suggested.

That may be one approach. Certainly, there are others as well. One thing is certain. When customers begin to lose faith or lose respect for their business, it's time something was done. The situation in the motion picture industry is fast getting out of hand.

## GOOD INTENTIONS WON'T SELL TICKETS

IT IS HEARTENING when a community is willing to expend the time and the energy necessary to save an institution that would otherwise wither and die. There are many instances of this kind of positive action in the motion picture theatre field.

Communities have seen the hard way just how an area suffers when it loses a theatre. As a result, other merchants and businessmen often band together to keep the marquee lights burning.

Unfortunately, however, some good ideas have a way of running away with themselves. Take the case of the Fulton Opera House, theatre landmark in Lancaster, Pa. Its checkered career includes service as a jail, a legitimate theatre, and a motion picture theatre. We know a good deal about the situation because it was our privilege to operate the house for a good many years.

The Fulton in recent years has also been operated as a movie house. It suffered with other theatres through the lean years of early television competition, and enjoyed the resurgence of motion pictures as well.

However, a reporter for a Lancaster newspaper, The Intelligencer-New Era, had a vision of returning the Fulton to

the golden days of the past when such legitimate performers as Ethel Barrymore and others of equal stature trod its boards. The amount of space given to this crusade far exceeded what all the theatres received for the past 10 years.

So the Fulton Foundation was born. The exhibitor who was running the theatre was eliminated when his lease expired even though he would have liked to renew it. Community interests who wanted a cultural revival undertook renovation and operation of the theatre as an occasional legit house and art film center.

Now everyone agrees that the theatre is lovely and that the physical splendor of the Barrymore days is evident again. Now they put on plays as well as movies, and now they emphasize culture. The only catch is that now the seats are empty and the audiences apathetic.

Gentlemen, here is a word of advice from an old Fulton lover. Turn the operation over to the professionals who know more about theatre management and entertainment than they do about culture and history. The amateurs mean well, but their theatre management will leave much to be desired. Whether the Fulton's future is to be legit or film, let the showmen run the show. Good intentions do not sell tickets.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

Mrs. Irving Kleinfeld, wife of sales service manager for Trans-Lux Television Corporation, gave birth to a second son, Richard Neil, at Lying-In Hospital, New York City.

### Obituaries

**Fred L. Metzler**, 75, long associated in executive capacities with 20th Century-Fox on the West Coast, died recently in Los Angeles. A native of Buffalo, N. Y., he lived there until 1928, and was associated with the old Shea Court Street theatre in its early days. He was a close friend of the late Vincent R. McFaul, general manager, Shea Theatres. He was married to the former **Anna Clague**, once a Buffalo school teacher.

**James A. Sandford**, 64, chief accountant for K-B Theatres, died recently from a heart attack. He had been associated with K-B for 20 years and was formerly associated with the Schine Circuit, Gloversville, N. Y., as zone manager. He was a member of the Variety Club Tent 11. Survivors include his wife, a daughter, two grandchildren, a sister and a brother.

## MCA Income Tops \$10 Mil. For Nine Month Record

UNIVERSAL CITY, CALIF.—The highest net income for any first nine month period in the history of MCA Inc. was reported by Jules C. Stein, chairman of the board.

Unaudited consolidated net income for the nine months ending Sept. 30, 1964 was \$10,301,000, and after preferred dividends, amounted to \$2.09 per share on the 4,565,620 outstanding shares of common stock. For the corresponding nine month period of 1963, income was \$9,535,000 which, after preferred dividends, was equal to \$1.90 per share on the 4,538,770 shares of common stock then outstanding.

The above figures include the Company's interest in the reported consolidated net income of Decca Records, Inc. for the respective nine month periods.

Stein also reported a substantial increase in 1964 in both feature and television film production by its subsidiaries, Universal Pictures Company, Inc. and Universal TV. Twenty feature motion pictures will be produced in 1964 as compared with thirteen in the preceding year.

Twelve weekly programs representing nine hours of prime network time are currently on national television.

It was also disclosed that MCA will again telecast the Indianapolis 500 mile automobile race next May 31st via closed circuit to theatres and sports arenas.

Stein further stated that in the near future the Company will build a 500 room hotel to be operated by the Sheraton Corporation under long term lease, on a portion of its studio property.

A greatly enlarged Hollywood Visitors Village will soon be opened as a principal attraction of the highly successful Universal City Studio Tours inaugurated this year.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., NOV. 16

## Jury Acquits Majors As "Salt" Suit Ends

NEW YORK—A verdict exonerating major producers and distributors, and others charged with conspiring to interfere with production of "Salt Of The Earth," was returned here by a Federal jury.

U. S. District Court Judge Harold R. Tyler heard the case, which commenced on Sept. 9. Plaintiffs, Independent Productions Corp. and I. P. C. Distributors, Inc., were corporations formed by Herbert Biberman, Paul Jarrico, and Michael Wilson. They charged that they were unemployable in the motion picture industry following the so-called Waldorf Declaration in November, 1947.

The \$6 million damage suit under antitrust laws was based on the charge that following the "Declaration," major producers and distributors and others conspired to interfere with the production of "Salt Of The Earth" and to exclude it from distribution and exhibition. It also charged that a number of film labs refused to process the picture, and that defendants Richard Walsh and Roy Brewer of the IATSE called upon union members not to handle or show the film.

The case, originally filed in 1956, involved 10 weeks of testimony, and had named 100 parties as defendants. The film was alleged to have been a "Communist-inspired" production, and stirred much controversy on the basis of the "blacklisting" charges involved in the lengthy court action.

## THE GIFT OF HOPE

Pete Harrison, staunch friend and supporter of the motion picture industry for many, many years, graces our front cover this week with his nephew, Lakis. Pete, whose remarkable recovery from cancer was made possible in large measure because his friends in the motion picture industry came to his aid, is asking for help again.

This time, it is not for him but for little Lakis, who has been blind since birth. The boy was born without eye bulbs, and Pete wants to bring him to America for examination by leading eye specialists. There is a possibility that some transplant operation might give the boy sight.

It is a little early for Christmas, but we think exhibitors and industryites everywhere would like to help give this Greek youngster the gift of hope. MOTION PICTURE EXHIBITOR will be glad to act as liaison for Pete in this worthy appeal. Make out your checks to Pete Harrison, and send them to MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Pa. 19107.

Our industry's own Variety Clubs say it better than we can: "A man never stands so tall as when he stoops to help a child."

On behalf of Pete, thank you for your help.



## BROADWAY GROSSES

### "Lady" Bears Up Well

NEW YORK — Universal's "Send Me No Flowers" opened strong at Radio City Music Hall; and Warners' "My Fair Lady" continued big at its reserved seat engagement at the Criterion. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"SEND ME NO FLOWERS" (U). Radio City Music Hall, with usual stage show, claimed \$116,300 for Thursday through Sunday, with the opening week sure of \$175,000.

"THE OUTRAGE" (MGM). DeMille claimed \$10,000 for the sixth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (United Artists-Cinerama). Warner Cinerama announced \$18,258 for the 52nd and final week.

"THE AMERICANIZATION OF EMILY" (MGM). Loew's State reported \$27,000 for the third week.

"WHERE LOVE HAS GONE" (Paramount). Loew's Capitol claimed the second session hit \$12,456.

"LILITH" (Columbia). Victoria garnered \$7,000 for the seventh week.

"TOPKAPI" (United Artists). Astor reported \$19,000 for the ninth week.

"MY FAIR LADY" (Warners). Criterion had \$60,531 for the fourth week of 10 performances, including Holiday scale.

"YOUNGBLOOD HAWKE" (WB). Rivoli reported \$14,000 for the second week.

"KITTEN WITH A WHIP" (U). RKO Palace tallied \$7,000 for the second, and final, week.

## Trans-Lux Grosses Up

NEW YORK—Net income after taxes of Trans-Lux Corporation for the nine months ended September 30, 1964 totaled \$403,276, equivalent to 56 cents a share, Percival E. Furber, chairman, reported. In the comparable nine months of 1963 the company earned \$398,927 or 56 cents a share on the 718,037 shares outstanding at the close of both periods.

Gross receipts of the company's theatres were above those of a year earlier, Furber said, and television programs produced for younger people "... continue to measure up fully to our expectations." Among the new TV programs being syndicated by Trans-Lux Television Corporation, a wholly owned subsidiary, are "Mack and Myer for Hire," a package of 200 new slapstick comedies, and the recently released 130-episode action cartoon series, "The Mighty Hercules."

## "Winner" Tunick Recuperates

NEW YORK—Gene Tunick, United Artists eastern and Canadian division manager, is home from the hospital recuperating from minor surgery. Tunick recently was declared the winning division manager in the third quarter of the Arnold Picker sales drive, but he denies that he was hospitalized with a "kileah" brought on by the strain of carting his prize money to the bank.



# COMPO Fears Censor Climate

## Clagett Report Features Meeting; Nolte Urges Renewed Fight On Tax; All Officers Reelected

NEW YORK—"The motion picture industry faces the censorship fight of its life in 1965" warned Manning (Tim) Clagett, vice-president of the Motion Picture Association of America at the annual meeting of the Council of Motion Picture Organizations (COMPO) here.

He told COMPO membership, its board of directors, and executive committee, meeting at the St. Moritz Hotel, that "at least three compelling reasons" were grounds for caution during the months ahead. One possible troublemaker was, he said, "a new and fast-heating climate of acceptance for some kind of control over all media of communication."

He said movies would be a natural target for the censors. He noted that preaching on the state of moral decay in this country had created a state of alarm and panic that has produced an increasing number of zealots—and some solid citizens, too—who are on the prowl to censor anywhere and everywhere."

He said that some of the product now in release and upcoming would only serve to heighten the cry for scalps.

He noted that political upheavals in some areas of the country, with subsequent realignment, might cause renewed censor troubles. He said that a Democratic-Republican approach to these changes would not be helpful, since the forces of "liberalism" were generally conceded a victory. He warned that in some areas, staunch supporters of freedom from censorship were defeated. He said, though censorship was not a key issue in almost any campaign, that the industry would suffer from a kind of "side-lash" where those favorable to censorship won seats on the basis of other issues.

He also said the possibility exists that government censorship will come in the form of some kind of classification. He said that this threat, while not new, may be sharpened by the chance of the courts recognizing different standards of obscenity for adults and young people and sanction laws which establish them.

He said that hope could be found in the common opposition within the industry to censorship of any kind. This unity of purpose, he said, "is a fresh and encouraging sign that spells hope instead of despair, victory rather than defeat."

C. Elmer Nolte, Jr., co-chairman of COMPO's Federal Admission Tax Campaign Committee, said that COMPO had reports that the Treasury Department, when it presents its recommendations for tax changes during the next session of Congress, will not seek any change in admission taxes for theatres. He said that this meant redoubling efforts to seek repeal of the taxes during the coming year.

Nolte said that this committee had requested all COMPO member organizations "to urge their members to see their Congressmen for the purpose of enlisting their support for our cause." He said, "We are confident . . . that if exhibitors respond to

## MGM's Lefko Honored As Sales Exec Of Year

ATLANTA—Morris E. Lefko, MGM vice-president and general sales manager, accepted an award designating him "Outstanding Sales Manager of the Year" from the Georgia, Alabama, and Tennessee TOA units, which held their annual convention at the Americana Motor Inn.

Accompanying Lefko was Louis Formato, MGM assistant general sales manager.

## Universal, Decca Report Rise In Net Earnings

NEW YORK—Consolidated net earnings of Decca Records, Inc., including results of operations of its subsidiary, Universal Pictures Company, Inc., for the nine months ended Sept. 30, amounted to \$3,878,581, equal to \$2.54 per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1963, Decca reported earnings of \$3,670,557, equal to \$2.40 per share on 1,527,401 outstanding shares of capital stock.

Universal Pictures Company, Inc., reports for the 40 weeks ended Oct. 3 consolidated net earnings from operations of \$3,244,550, equal to \$3.83 per share on 846,997 shares of common stock outstanding, excluding shares in the treasury of the company, as at Oct. 3.

For the 39 weeks ended Sept. 28, 1963, the company reported consolidated net earnings from operations of \$3,069,594, equal, after dividends on preferred stock, to \$3.54 per share on 854,921 shares of common stock outstanding.

this appeal and get their Congressmen to pledge their support, our friends on the Ways and Means Committee will give serious consideration to our appeal and will not dismiss it as lightly as the Treasury seems to have done."

He added that the fight would be carried to the House, and if no success was met there, to the House Finance Committee.

At the meet, COMPO reelected all officers on its governing committee, including Ben Marcus, Allied States; Samuel Pinanski, TOA; and Eugene Picker, representing MPAA. Other officers named were Russell V. Downing, treasurer; Sidney Schreiber, secretary; and Charles E. McCarthy, executive vice-president. COMPO also announced that it would begin its dues campaign for the coming year shortly after Jan. 1. A budget for the year comparable to last year's was approved by the members, who also heard the treasurer's report.

Also reported on was the California pay-tv situation. Philip F. Harling, chairman of the Joint Committee Against Pay-TV, claimed a victory in the Proposition 15 decision at the California polls. He said that the results of the California election should prove a mandate to discourage other pay-tv interests from going into new areas.

## Industry Toppers Featured At Ga.-Ala.-Tenn. Meeting

ATLANTA—The 13th annual convention of the Georgia, Alabama and Tennessee Theatre Owners was held at the Americana Motor Inn with 350 theatre members, their wives, and guests in attendance.

Sessions got underway with a luncheon at which J. E. "Tommy" Thompson, the only president the Georgia Theatre Owners has had since it started, as master of ceremonies.

Philip Harling, president, Motion Picture Association of Metropolitan New York, and chairman, Joint Committee Against Pay TV, was principal speaker. Also speaking were Summer Redstone, president, TOA; Roy Martin, president, Martin Theatres; Morris Lefko, general sales manager, MGM; and others. Royal Crown Cola was host for the luncheon, and Pepsi Cola hosted a buffet given at 7:30 p.m.

The second day featured a buffet breakfast in honor of John Stembler, president, Georgia Theatres Company, who has served two terms. This was hosted by Benton Brothers Film Express and Theatre Service.

Jim Hoover was chairman of a concessions' session, with Herb Mathews awarding many prizes.

Among Hollywood personalities present were Tippi Hedren, star of Alfred Hitchcock's Universal release, "Marnie"; Hortense Petra, who appeared in MGM's "Your Cheatin' Heart"; among others.

Redstone speaking on the federal admissions tax, said that the industry will make a mighty effort this year to test it, and made a prediction that the drive to end the 10 per cent levy on tickets over \$1 would be successful. He called for closer cooperation of all branches of the industry to solve current problems.

Thompson was reelected to his 17th term as president of the Georgia Theatre Owners. Also reelected were Harry Curl, Birmingham, Ala., to his second term as president of the Alabama Theatre Owners; and Richard L. Lightman, Memphis, Tenn., as president of the Tennessee association.

In the Georgia association, O. C. Lam, Rome, Ga., was reelected executive vice-president; E. D. Martin, Columbus, Ga., as treasurer; and John Thompson, Gainesville, Ga., as secretary. Reelected vice-presidents were Ray Edmondson, John Stembler, Frederick G. Storey, Harold Spears, J. H. Harrison, and Mr. and Mrs. M. M. Osman.

## Hyman Retiring Dec. 31

NEW YORK—Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres, announced that he was retiring on Dec. 31 after 25 years' service with the company and its predecessors.

Hyman, leading exponent of orderly distribution, has waged an all-out campaign for its adoption over the last nine years, and urged that this work "must go forward as it is the answer to many of the ills that affect our industry." He pledged to "continue to work for orderly distribution" and urged all segments of the industry "to unite to achieve this goal."



# Universal, Ross Hunter Sign Pact Involving \$75 Million Film Lineup

NEW YORK—The biggest and most far-reaching contract yet negotiated by a major motion picture company for the acquisition of a producer's services, involving a \$75,000,000 program of motion pictures, has been signed by Ross Hunter Productions, Inc., and Universal Pictures Company, Inc., it was announced by Milton R. Rackmil, Universal president.

The contract, which gives Universal a straight seven-year deal with no options by either party, was signed after protracted negotiations involving Lew Wasserman, MCA president; Rackmil; Edward Muhl, Universal vice-president in charge of production; and Ross Hunter, for Ross Hunter Productions, Inc.

The no-option clause makes the pact unique as well as the biggest in film industry annals. Nearly all important producers' contracts are non-exclusive or cover only a limited number of pictures. Almost invariably, options are standard.

While the pact does not call for a specific number of films, it is estimated the total budget for the pictures Hunter will produce during the seven years will approximate \$75,000,000, probably the largest sum ever allocated to a producer by a major motion picture studio.

Hunter will concentrate solely on top budget pictures and plans to maintain a pace of approximately three pictures yearly under the banner of his Ross Hunter Productions.

The contract will allow Hunter wide latitude in all phases of production, including the selection of properties. He will be given a substantial revolving fund on which he may draw to acquire top story properties, plays, or novels as he chooses.

Hunter's record as a producer over the past 11 years—his first picture was "Take Me To Town," starring Ann Sheridan, in 1953—is one of the most phenomenal in Hollywood history. His 32 pictures have amassed a total gross estimated at more than \$150,000,000.

Hunter now has 11 important properties in various stages of preparation. These include "Madame X," to star Lana Turner, and which was scripted by Jean Holloway from Alexandre Bisson's famous Broadway play; "The Public Eye," a play by British playwright Peter Shaffer, which will be directed by Mike Nichols; "The Private Ear," also written by Shaffer, and which, coupled with "The Public Eye," become a Broadway hit following a two-year run on the London stage; "The 12th of Never," adapted by Douglas Heyes from his novel of the same title; "The Dark Angel," to star Rock Hudson in a new and updated screenplay by John Lee Mahin; "Repeat Performance," written by Samuel Peeples; "The Easy Way," by Anthony Robinson; "Thoroughly Modern Millie," by Richard Morris; "Fanfare," by William Ludwig; "Next Time We Love," by Eleanor Griffin; and an original untitled comedy by Carl Reiner.

Hunter's productions have included such diversified pictures as "Magnificent Obsession," "Battle Hymn," "Tammy and the Bachelor," "Imitation of Life," "Pillow Talk," "Midnight Lace," "Flower Drum Song," "The Thrill Of It All," "The Chalk Garden," and the recently completed "The Art of Love."

A former Cleveland school teacher, Hunter came to Hollywood via the acting route.

## My Fair Lady Theatre Going Up In Phoenix

PHOENIX, ARIZ.—A brand new motion picture theatre will be named for the smash-it Warner Bros. production of "My Fair Lady." Construction of the My Fair Lady Theatre is now nearing completion here. It is owned by the Arizona Paramount Corp., an affiliate of American Broadcasting-Paramount Theatres, headed by George Aurelius.

The first motion picture to be presented at the My Fair Lady Theatre, naturally, will be "My Fair Lady," scheduled to have its local premiere there on Feb. 24, 1965. The film will be presented on a reserved-seat basis, with 10 performances weekly.

## Hollywood To Join Fete Honoring Pioneer Mirisch

NEW YORK—A special planeload of famous Hollywood personalities has been scheduled to fly to New York to attend the 26th annual Motion Picture Pioneers Dinner honoring Harold Mirisch, on Nov. 23 at the Americana Hotel, it was announced by Pioneers' president William J. Heineman.

Among them will be Milton Berle, I.A.L. Diamond, Blake Edwards, John Frankenheimer, Walter Grauman, George Roy Hill, Louis Jourdan, Burt Lancaster, Jack Lemmon, Marvin Mirisch, Walter Mirisch, Lewis Rachmil, John Sturges, J. Lee Thompson, Lawrence Turman, Billy Wilder, and Robert Wise.

As has been previously announced, there will be five fabulous prizes to be raffled in conjunction with the dinner. Although the winning numbers will be drawn at the dinner, the raffle is open to the public, and winners do not have to be present to qualify.

The annual dinner will be attended by scores of motion picture executives and personalities from Hollywood and New York as a tribute to Mirisch, who is president of the Mirisch Corporation.



Boston policemen recently collected \$10,311 in coins for the Variety Club Jimmy Fund, and seen at police headquarters are, left to right, Superintendent William Bradley; former Red Sox slugger Ted Williams; William S. Koster, director, VC Jimmy Fund; and Police Commissioner Edward McNamara.

## Howard W. Koch Elected Paramount Vice-President

HOLLYWOOD—Howard W. Koch, Paramount production and studio head, has been elected a vice-president of Paramount Pictures Corporation by the corporation's board of directors, it was announced by George Weltner, president of Paramount Pictures.

Koch, one of Hollywood's foremost production executives, joined Paramount in September of this year and was appointed by Weltner to assume full responsibility of all of Paramount's world-wide production activities as well as management of all phases of the company's Hollywood studios.

In announcing Koch's vice-presidency, Weltner said that "this important action by the board of directors reflects our high esteem for Mr. Koch. We are pleased to welcome him into the ranks of management, and we look forward to a flow of highly marketable productions from the studio under his direction."

Prior to assuming his key post at Paramount, Koch had been executive vice-president of Frank Sinatra Enterprises, and was executive producer of Sinatra's "Come Blow Your Horn," which was released by Paramount in 1963. He was also executive producer of "None But The Brave," "Robin and the Seven Hoods," "The Manchurian Candidate," and "Sergeants Three," among other films. He has been active in motion picture production, direction, and editing in Hollywood for 29 years.

## Rail Line Shows Films

DETROIT—Taking a leaf from the affiliated Baltimore and Ohio book, the Chesapeake and Ohio Railway is using movies as a "pull motor" to retain what remains of its in-state passenger trade.

With the completion in recent years of U. S. Highway 96, C & O's east-west passenger business has been shrinking. On its crack train, No. 14 going west and No. 15 returning, it has gone from in the black in 1960 to an estimated deficit of \$70,000 this year. These make the 152 mile Detroit-Lansing-Grand Rapids. The stream of vehicles on the road has risen 40 per cent during the same period.

So, as of Jan. 1, 1965, The Pere Marquettes, which the railroad sorrowfully advertises "cannot compete with the \$150 million Interstate 96," will leave the tracks forever.

What will remain are two trains each way, one in the afternoon and the other in the wee hours. To remain competitive with auto, bus, and airlines, C & O is introducing "such innovations as reduced fares and movies on trains."

## Levy To Seven Arts

LONDON — William Levy has been appointed foreign operations executive assistant for all theatrical sales and distribution for Seven Arts Productions International, it was announced by Norman B. Katz, vice-president in charge of foreign operations. Levy will headquarter in Seven Arts' London office.

Prior to his Seven Arts appointment, Levy was European sales executive for the Motion Picture Export Association, continental sales manager for United Artists, director of distribution and sales for Columbia in the United Kingdom, producer's representative for Otto Preminger, and European manager for American International Pictures.





**From the  
far corners  
of the  
Far East...**

**High  
Adventure  
that  
reaches  
across  
the  
world!**



## A MESSAGE FROM RUBE JACKTER TO ALL HIS EXHIBITOR FRIENDS ABOUT:

I have made many important announcements in my time, but this is the big one I have been waiting to tell all you showmen about.

I am pleased to announce Columbia Pictures' release policy for Richard Brooks' "LORD JIM," beginning early in 1965. This will start with special roadshow engagements as follows:

### *New York—February 27, 1965*

*Loew's State Theatre (Benefit Premiere sponsored by the New York Variety Club Children's Heart Institute)*

### *Los Angeles—March 4, 1965*

*Warner Beverly Hills Theatre (Benefit for Women's Guild of the Cedars-Sinai Medical Center)*

### *Washington—March 11, 1965 Apex Theatre*

### *Chicago—March 24, 1965 Cinestage Theatre*

### *Toronto—March 11, 1965 Fairlawn Theatre*

### *Vancouver—March 17, 1965 Odeon Theatre*

Following its roadshow engagements, we plan to put "LORD JIM" into general release in select first-run theatres around the country in the summer of 1965.

The reason why I am so excited about this news is that I believe this magnificent high adventure will stand alone among the screen greats. I have been associated with the

# Lord Jim



three most successful high adventure films of our industry, "The Bridge on the River Kwai," "The Guns of Navarone," and "Lawrence of Arabia." In my opinion, "LORD JIM" with its tremendous cast, spectacular story and exciting setting, will rank with the best.

Believe me, "LORD JIM" is going to be the big entertainment you have all been waiting for. It's got the kind of blockbuster potential that makes it the one entertainment that stands alone.

Warmest regards,

*Rube Jackter*  
Vice President & General Sales Mgr.





Between Suez and the China Sea are many nameless men who prefer to live and die unknown. This is the story of one such man. Among the great gallery of rogues and heroes thrown up on the beaches and ports—no man was more respected or more damned than—



# Yoda

# Yoda







A FILM BY RICHARD BROOKS

STARRING

PETER O'TOOLE · JAMES MASON · CURT JURGENS  
ELI WALLACH · JACK HAWKINS · PAUL LUKAS  
AKIM TAMIROFF · WITH DALIAH LAVI AS "THE GIRL"

CO-STARRING

AS "THE GIRL"

Based on the novel by JOSEPH CONRAD • Music by BRONISLAU KAPER  
Written and Directed by RICHARD BROOKS • A COLUMBIA - KEEP FILMS CO-PRODUCTION  
FILMED IN SUPER PANAVISION 70° • TECHNICOLOR®

A  COLUMBIA PICTURES RELEASE



## Radio City Music Hall Elects Gould As Exec V-P

NEW YORK—The election of James F. Gould as executive vice-president and Sydney M. Goldman and Charles R. Hacker as vice-presidents of the Radio City Music Hall Corporation was announced by Russell V. Downing, president of the Rockefeller Center theatre.



GOULD

Also elected to corporate posts were E. Herbert Johnson, elevated to treasurer, and Frederick C. Dittmar, named assistant treasurer.



HACKER



GOLDMAN

Gould, who is 56 years old, has been a member of the Music Hall staff since its inception in 1932. He has served as treasurer since 1948 and vice president since 1957. A native of Plymouth, England, he was educated at the City of London College. He came to the United States in 1930 to join the Radio Keith Orpheum Corporation continuing his studies here to become a certified public accountant.

Goldman, who has been director of theatre operations since 1957, is 57 years old. He has been in the amusement business since 1927 when he became a member of the service staff of the Roxy Theatre and later chief of service. When the opening staff of the Music Hall was organized in 1932, Goldman became assistant manager and later manager. He also served as treasurer and manager of the Center Theatre in Rockefeller Center during most of its brief history. During the war, Goldman was a member of the United States Army Air Force and was manager of the celebrated Air Force show, "Winged Victory," and later director of entertainment for the United States Army Air Force.

Hacker, 44, joined the Music Hall staff in 1948. A native of Milwaukee, he worked for various film theatres while attending the University of Wisconsin. At 19, he was appointed a manager for the Fox Theatres in Milwaukee. During World War II he served as a navigator with the 8th Air Force in England and returned to Milwaukee where he became district manager for Standard Theatres. At the Music Hall, Hacker was named manager of operations in 1952 and assistant to the president in 1957.

## General Cinema Dividend

BOSTON—The board of directors of General Cinema Corporation (ASE) has declared its 18th consecutive regular 12½ cent quarterly dividend, payable Dec. 10 to shareholders of record on Nov. 25, Richard A. Smith, president, announced.

# Pepsi-Cola's Barnet Named To Fill Vacancy On Columbia Pictures Board

## Unique Legion Tribute For WB's "Fair Lady"

NEW YORK—The Warner Bros. motion picture production of "My Fair Lady" has received the highest rating (Class A, Section 1) from the National Legion of Decency.

In a unique tribute, the Legion declares: "Because of its extraordinary beauty, this film version of a modern classic is recommended to motion picture audiences of every age. Its producers are to be warmly complimented for bringing to the public a work of such outstanding entertainment, which is at the same time high cinematic art."

## Pay-TV Wary Of Image

HARTFORD—WHCT-TV (channel 18), home base for America's first over-the-air subscription tv experiment, is a bit wary of its public image.

Latest program log, distributed to subscribers, carries this paragraph:

"Subscription tv in Hartford has aroused much national interest. As a result, you may be questioned by unidentified organizations about your personal opinions and preferences. To protect your family against the inconvenience of such intrusions, we suggest you telephone our offices before talking with any caller who implies that he represents channel 18."

## WB Regional Meets

NEW YORK—Warner Bros. is holding a series of regional sales meetings this month under the leadership of Morey (Razz) Goldstein, vice-president and general sales manager.

The first regional meeting was in Dallas, with southern and southwestern division and branch managers participating. The second regional meeting was to take place in Chicago this week, and a west coast meeting will be held later in the month.



Angelo Rizzoli, Italian publisher and film producer, left, is seen recently in New York with theatre owner Walter Reade, center, and Irving Sochin, whom Rizzoli appointed vice-president and general sales manager of Rizzoli Film Distributors, new distribution company which will handle all future Rizzoli film products throughout the U. S. and Canada.

NEW YORK—Herbert L. Barnet, chairman of the board, Pepsi-Cola Co., has been elected to the board of directors of Columbia Pictures Corporation, it was announced by A. Schneider, president of the motion picture company. Barnet fills the vacancy occasioned by the death of industrialist A. M. Sonnabend.

Barnet, who was president of Pepsi-Cola from 1955 to September of last year, when he assumed the company's chairmanship, was largely responsible for the growth and successful expansion of Pepsi-Cola's operations throughout the world during the past decade.

Prior to his affiliation with Pepsi-Cola, Barnet was closely associated with the motion picture industry as a practicing attorney, having represented several major film companies. Subsequently, he was responsible for the development of thousands of theatre outlets for his company's product, which brought him in contact with key people in all phases of the entertainment industry.

Long active in business and civic affairs, Barnet is also a director of the Marine Midland Trust Company of New York, the New York World's Fair Corporation, and the New York City Convention and Visitors Bureau. He is a member of the corporate advisory council of Syracuse University, a member of the board of governors of the St. Joseph College Academy of Food Marketing in Philadelphia, and a director of the Grocery Manufacturers' Association.

In philanthropic affairs, Barnet is vice-president of the New York City Council of the Boy Scouts of America and a board member of the New York City Cancer Committee of the American Cancer Society, the Eleanor Roosevelt Institute, and the Leukemia Society. He is an honorary life member of Variety Clubs International.

## Reade Issues Discount Cards

NEW YORK—More than a quarter of a million student-teacher and "Golden Age" discount cards—nearly three times the number distributed last year—have been issued by six Walter Reade-Sterling, Inc., theatres in Manhattan and Queens, Sheldon Gunsberg, executive vice-president, disclosed.

The new cards, good for the period Oct. 1 through Sept. 30, 1965, have been so much in demand, Gunsberg said, that it was necessary for the organization to add clerical help to get them promptly into the hands of users.

The student-teacher cards, issued to high school and college level students of public, parochial, commercial, and private schools, and the Golden Age cards, issued to senior citizens over the age of 60, are honored Mondays through Thursdays at the Baronet, Coronet, 34th Street East, and Fine Arts Theatres in Manhattan, and the Continental and Little Neck in Queens.

## AB-PT Declares Dividend

NEW YORK—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced that the board of directors declared the fourth quarterly dividend of 35 cents per share on the outstanding common stock of the corporation, payable Dec. 15 to holders of record on Nov. 20.



# Democrats' Sweep To Power In N. Y. Raises Many Questions For Industry

ALBANY—Recovering from the shock of the Democrats' controlling the Legislature for the first time since 1935, industry observers speculated what effect this development might have at the 1966 session. Three focal questions were asked. What about a \$1.50 hourly minimum wage law's passage? Were the possibilities of a film classification measure enhanced? Who was likely to be the new chairman of Joint Legislative Committee on Offensive and Obscene Material, sponsor in the past of classification bills?

Capitol Hill thought the Democrats, pledged since 1962 to a \$1.50 minimum wage, would proceed to adopt one in the Senate and Assembly. Commanding all committees, they should be able to report such a measure favorably and to have it approved—possibly with help, though not needed, from New York City Republicans.

What Governor Nelson A. Rockefeller's position would be is another matter. Advocate of the Jerry-Amann Act, which increased the state-wide minimum wage from \$1 to \$1.15 per hour, effective Oct. 15, 1962, and to \$1.25, effective Oct. 15, 1964, the chief executive awaited a report from a committee he appointed last February to study the pros and cons of a \$1.50 minimum on New York's employment picture.

There has been doubt in certain well-informed quarters that the committee will recommend a one-step jump of 25 cents hourly. Because Gov. Rockefeller holds the veto power, no legislation can be enacted without his signature.

The Democrats have a bargaining point: Senate confirmation of appointments, many of them made since the regular 1964 session adjourned, is necessary.

A film classification measure—the Board of Regents is expected to advocate, and perhaps even "prefile," a proposal of this type—might enjoy better prospects of success, in light of the defeat suffered by Senate Majority Leader Walter J. Mahoney, Buffalo. Undisputed boss of the Upper House since 1954, and the Legislature's most powerful figure, the legislator had reputedly been the stumbling block to a Senate vote on any of the Marano classification bills. One published story indicated Senator Mahoney thought the idea "unfair" to motion pictures.

The Joint Legislative Committee, in control of the Democrats for the first time since its establishment in 1949, will have a new chairman. Marano is not returning. He ran instead for Congress in the 15th District, and met defeat at the hands of incumbent Hugh L. Carey.

The new chairman might be Senator Guy J. Mangano, Brooklyn, one-time assistant counsel, or Assemblyman Lawrence P. Murphy, also of Brooklyn and a lawmaker since 1945. The vice-chairman, Senator Henry M. Curran, Nassau County, also was swamped in the Johnson landslide.

## New Rep For Rank

NEW YORK — The appointment of Miss Eugenie Kaufman as its American representative has just been announced by Rank Film Sales, Inc. Miss Kaufman replaces Andrew Allen, who has been hospitalized for much of the past year.



Maurice R. Silverstein, second from left, president, MGM International, recently visited the set of "The Hill" and is seen with, left to right, producer Kenneth Hyman; director Sidney Lumet; and star Sean Connery.

## Spero To Direct Sales For Times Film Corp.

NEW YORK—Harold L. Spero has been named national director of sales for Times Film Corporation, it was announced by Jean Goldwurm, president of the distributing company.

Spero, who will supervise the expanded world-wide sales activities of Times Film, has been in the industry for almost 25 years, the last half of which has been as general sales manager of the United States Motion Picture Organization (U.M.P.O.).

Spero started in the industry as manager of the Little Carnegie upon his discharge from the Army in 1945, and remained in exhibition until 1952, when he joined U.M.P.O.

With Times Film, Spero will negotiate sales contracts for the company's existing product and the future releases it will acquire, including those pictures which Times Film will co-produce. Goldwurm recently revealed that the company had entered into co-production deals with film makers in Europe, and that Times Film would distribute this product internationally to theatres and, ultimately, to television outlets.

## SPG Milestone Award Goes To Alfred Hitchcock

HOLLYWOOD—Alfred Hitchcock has been voted the unanimous choice of the executive board of the Screen Producers Guild to receive its 13th annual Milestone Award for his "historic contribution to the world of motion picture entertainment," it was announced by Lawrence A. Weingarten, president of the Screen Producers Guild.

The Award will be presented March 7, 1965, when the Guild holds its annual Awards Dinner in the International Ballroom of the Beverly Hilton Hotel. Frank P. Rosenberg will be chairman of this year's Milestone Awards Dinner, which in addition to honoring Hitchcock, will be highlighted by presentations for the best produced theatrical motion picture and the best produced filmed television series of 1964. There will also be an award made to the winner of the Jesse L. Lasky-Intercollegiate competition.

In selecting Hitchcock as the recipient of its highest award, the SPG took cognizance of his four decades of international film making in which he explored and developed ever-new areas of suspense. He started his career in England in 1920 with the London branch of Famous-Players-Lasky, now Paramount, as a title writer, and achieved his first screen credit, as screenplay writer and art director, of "Woman to Woman."

Celluloid stepping stones in his development of suspense drama to new heights include such British-made films as "The Thirty-Nine Steps," an enduring classic. He received the New York critics award for best direction of his picture, "The Lady Vanishes." Other thrillers of early-Hitchcock vintage were "The Woman Alone," "The Girl Was Young," and "Secret Agent."

In Hollywood, he further enhanced his reputation. Four of his pictures have been nominated for directorial Oscars—"Rebecca," 1940; "Lifeboat," 1944; "Spellbound," 1945; "Rear Window," 1954. "Rebecca" won an Academy Award as best picture. His recent credits include "North By Northwest," "Psycho," "The Birds," and "Marnie."

Past recipients of the Screen Producers Guild Milestone Awards have included Arthur Freed, Irving Berlin, Bob Hope, Adolph Zukor, Jack L. Warner, Samuel Goldwyn, Spyros P. Skouras, Walt Disney, Cecil B. DeMille, Darryl F. Zanuck, Louis B. Mayer, and Jesse L. Lasky.



Past president Mary Heuelsen is seen with new WOMPI International officers Marie Berglund, corresponding secretary; Lee Nickolaus, president; Anna Belle Miller, vice-president; Anne Dillon, recording secretary; and Marcella DeVinney, treasurer.



## Levine Signs New Pact With Screenwriter Hayes

NEW YORK—An extensive agreement encompassing 12 major motion pictures was announced by Joseph E. Levine, president of Embassy Pictures, and John Michael Hayes, screenwriter.

Extending a previous association on six pictures, a new arrangement calls for Hayes to write the scripts for six additional films for Levine. Three of the first six scripts have been completed, including two already filmed.

Under the new exclusive contract, Hayes will write the screenplays for six motion pictures. They will include both original scripts by Hayes and those based on literary properties acquired by Levine's Embassy Pictures.

Hayes will begin his new assignments upon the completion of three scripts he now has scheduled for Levine. They are expected to be completed by mid-1966. The first is "Tropic of Cancer," now underway, based on the world-famous novel by Henry Miller.

Following that, Hayes will do the scripts for "The Adventurers," based on a novel now being written by Harold Robbins, and "Isabel and Burton," a Hayes original based on the life of the famous British author-explorer, Sir Richard Francis Burton. Hayes will also make his debut as a producer with the last, an adventure-drama to be filmed in wide-screen and color in Hollywood and on locations in England, Africa, and South America.

Hayes, who was appointed vice-president in charge of literary properties for Embassy Pictures last June, has already completed three screenplays for Levine. Two of the films, already in release through Paramount Pictures, are "The Carpetbaggers" and "Where Love Has Gone," both based on best-selling novels by Harold Robbins. The third, "Nevada Smith," patterned after the rugged cowboy character in "The Carpetbaggers," will soon go into production for release by Paramount.

## NGC Execs To New Posts

LOS ANGELES—Harold Wyatt and Bob Weeks, Fox West Coast Theatres district managers, have been given new district assignments, it was announced by William H. Thedford, Pacific Coast division manager for National General Corporation.

Wyatt will take over the district formerly held by Weeks, which includes FWC theatres operated in the Los Angeles suburban areas. Weeks will assume district managership of FWC theatres previously operated by Wyatt in Orange, San Bernardino, Riverside, and Kern Counties.

Both Weeks and Wyatt, who boast over 50 years combined service with the circuit, started with FWC in theatre operations and were film bookers before being upped to district managers.

## Mich. Exhib. In Accident

LANSING, MICH.—The car in front of the one in which Elton Samuels was driving his wife on the expressway braked suddenly. To avoid a crash, Samuels veered and was struck by a third car.

Occupants of all three cars are in the Ingram Medical Hospital here, all seriously injured, with Mrs. Samuels on the critical list.

The Samuels are veteran exhibitors who recently sold extensive d-i holdings in Pontiac to Redstone of Boston. They still operate the Jackson and Bel Air drive-ins, Jackson, Mich., where they live.

# Can't Ban Nudies As Traffic Hazard, U.S. Judge Rules In Drive-In Suit

## AA In Proxy Fight; Rupe Heads Dissidents

NEW YORK—A group has launched a proxy fight against the Allied Artists management. The dissidents include Arthur Rupe, who heads the group; Robert Bassler, television producer; Thomas Shannon, Washington attorney; John W. Lewerke, record distributor; and Frank Sanders, real estate executive. AA management recently engaged in another abortive proxy battle.

## Bob Hope Returns As MC For Annual "Oscar" Show

HOLLYWOOD—Bob Hope will serve as master of ceremonies for the 37th annual "Oscar" show of the Academy of Motion Picture Arts and Sciences, it was announced by Joe Pasternak, who will produce.

This will mark Hope's 11th appearance in the role, in an association spanning a quarter of a century.

He was a master of ceremonies at the 12th Awards Presentation in 1939 and subsequently appeared in 1944, 1945, 1952, 1954, 1957, 1958, 1959, 1960, and 1961.

The Academy has honored Hope four times: He received a special silver plaque in 1940, in recognition of his unselfish services to the motion picture industry, and a life membership in 1944, for his many services to the Academy.

An honorary "Oscar" statuette was tendered him in 1952, for "his contribution to the laughter of the world, his service to the motion picture industry, and his devotion to the American premise," and Hope received the Academy's Jean Hersholt Humanitarian Award in 1959.

The 37th Awards presentation is scheduled for Monday, April 5, 1965, at Santa Monica Civic Auditorium. It will be carried over the combined radio and television facilities of the American Broadcasting Company.



David Milgram, president, Milgram Theatres, Inc., was recently elected new chief barker, Philadelphia Variety Club Tent 13. Milgram is also president of Theatre Owners of Pennsylvania.

DALLAS — United States District Judge Sara T. Hughes has ruled unconstitutional a Grand Prairie city law against D-I theatres showing nude or semi-nude movies in view of passing motorists. The law was part of a city ordinance regulating D-I operation.

Judge Hughes said that evidence of accidents caused by such films on the screen is "insufficient" to remove the showings from protection of the federal Constitution.

Chemline, Inc., operators of the Twin D-I challenged the two ordinances, including the city's right to rule out "obscene" movies.

Upheld by Judge Hughes were the two ordinances with the exception of the portion forbidding nude movies in view of the highway. She ruled that there was no evidence "that the average person from the highway viewing pictures described by Article VIII of Ordinance 1621 of the City of Grand Prairie would be incited to antisocial conduct . . ."

The judge pointed out that the illegal parking problem on the highway near the Twin D-I is the responsibility of city police.

The invalid ordinance attempted, according to Judge Hughes, to make it unlawful to show nude or semi-nude pictures, and these pictures are not necessarily obscene as defined by Supreme Court rulings.

However, Grand Prairie was granted the right to ban pictures when "to the average person applying contemporary national standards, the dominant theme of the material taken as a whole appeals to prurient interests."

The State of Texas Penal Code, according to Judge Hughes, prohibits obscene pictures, but excludes pictures which move in interstate commerce, are imported, or bear the seal of the code of the Motion Picture Association of America.

The power, therefore, she said, is delegated to the City of Grand Prairie to regulate pictures which agree with the Supreme Court definition of obscene.

Wrecks had been caused on the highway, according to witnesses by the showing of the movies. Others described the showings as a "real traffic hazard."

## Show Biz At UWF Fete

NEW YORK — Dore Schary and Robert Ryan head a group of show business celebrities who will participate in a tribute to Norman Cousins, editor of Saturday Review, at the first annual "Publius Award" Dinner sponsored by the United World Federalists, to be held at the Starlight Roof of the Waldorf-Astoria Hotel tonight (Nov. 18). Ambassador Adlai E. Stevenson will present Cousins with the "Publius Award," "in recognition of his unique and matchless contribution to the cause of world peace through world law."

## Lee To Embassy-TV

NEW YORK—Embassy Pictures has appointed Jerry Lee as western sales manager of its television division, it was announced by E. Jonny Graff, vice-president in charge of television.

Lee will headquarter in Embassy's offices in Los Angeles. He has resigned from Desilu Sales, Inc., to accept the new post.



# The NEW YORK Scene

By Mel Konecoff

DIRECTOR J. LEE THOMPSON, PRODUCER STEVE PARKER, BELLY DANCERS, a squad of Fawz University cheerleaders attired in specially designed "John Goldfarb, Please Come Home" sweatshirts, and the Prince of Fawz himself were on hand last week to welcome the press to a dinner and sneak preview of the aforementioned film at Loew's State, which was attended by exhibitors, representatives of newspapers, magazines, syndicates, radio and tv, etc.

The dinner was held at the Golden Horn restaurant, where the guests were entertained by leading exponents of the ancient art of belly-dancing (see example of same elsewhere on this page), and guest of honor was the Prince of Fawz, the mythical land in which John Goldfarb finds himself in the film. The Prince was portrayed by Jim Moran, whom many will remember as an emissary of the Grand Duchy of Fenwick or as a seller of electrical refrigerators to Eskimos in years gone by. Ushers and 20th-Fox personnel also wore the official Fawz uniform of marked sweatshirts.

**A MATTER OF DIRECTION: JACK CLAYTON, DIRECTOR OF "THE PUMPKIN Eater,"** a Columbia release, was in town for some press pushing, and he related across the breakfast table how Anne Bancroft got to star in the feature about marriage.

It seems that she had heard about the property and thought that she would like to do it so she cabled Clayton asking for consideration. He admitted that frankly he had heard of her but couldn't recall what she looked like. He wrote back asking her to send photos. When he received the stills, he asked her to come over so they could discuss the project. Bancroft arrived in London and stated that she was quite willing to screen test for the part, but 35 seconds after he met her, he told her that she had the job. He hasn't been sorry since.

Clayton, who had made such films as "The Bespoke Overcoat," which won an Academy Award; "Room At The Top," "The Innocents," etc., had high hopes for his latest, and Columbia was determined not to hurry it through but rather place it carefully and deliberately so that it had a chance to build.

**A MATTER OF HISTORY: JACK LeVIEN, PRODUCER OF "THE FINEST HOURS,"** was also in for the opening of his film, which relates the story of Winston Churchill, also a Columbia release, and he expressed pleasure at having the film chosen by such young peoples' magazines as Seventeen, Parents, Scholastic, and Ingenue for special commendation.

How Le was named to do the screen biography of Churchill may be of interest. It seems that during the war, he ran some of the press camps abroad and met the statesman. He was sure that Churchill didn't remember him so he decided to write him a letter asking for permission to film one of his books despite discouraging expressions on the part of all around him. Back came the permission. At a later date, he asked Churchill how come he was chosen to be his official biographer. Replied Churchill, "No one else asked me."

About half the footage in "The Finest Hours" came from archives, and the other half was especially filmed for the feature in color. In order to sell the whole as a color attraction, it was necessary to dye the black-and-white footage from the archives with a color tint. The result gives the appearance of an all-color entry. He admitted looking at a million feet of film, from which 5,000 was finally selected with another 5,000 new feet being added. A Shakespearean actor simulated the voice of Churchill when necessary, while Orson Welles did the connecting dialogue. LeVien paid tribute to Welles for his help, which saw Welles rewriting the script for the better.

LeVien reported that he was three-quarters finished on his next, "A King's Story," which is based on the life of the Duke of Windsor on which the latter and the Duchess cooperated fully. Thus far, he's exposed 40,000 feet of color film on the project, and while no distributor is set, he expected to discuss same with Columbia executives. He is telling his story through the abdication from the throne of England. He related that it was necessary to record many historic and royal places on film, and again he got permission by simply sitting down and writing a letter. Permission came through the day that the Keeper of the Privy Seal received the letter. The letter-writing technique didn't work with DeGaulle, he admitted. Another project he was hoping to do in the future was the life of JFK.

Incidentally, Nov. 30 will see Churchill celebrating his 90th birthday and LeVien expected that theatres playing "The Finest Hours" would be able to take advantage of this. He prefers not to use the term "documentary" because he felt that this was repelling, and he didn't think that his film was any more of a documentary than was "Lawrence of Arabia."

**THE METROPOLITAN SCENE: ASIDE TO JOCK MCGREGOR—THANKS FOR THINKING** of us at meal time. . . . MGM sent over a money clip minus the money in honor of their 40th birthday. . . . UA vice-president Fred Goldberg wanted to make sure that we wouldn't forget that "Goldfinger" was coming (How could anyone be guilty of this?) so he sent over a special 007 tie from James Bond's Seville Row tailor, a copy of LIFE for Nov. 6 which contained a color photo of gold-plated Shirley Eaton and four pages of fotos and text, and in gold colored, appropriately labeled brief case, which contained no hidden weapons. It's a cute gimmick. . . . Ed Hyman, outstanding proponent of orderly release of films, informed us that he was retiring from his position as vice-president of American Broadcasting-Paramount Theatres at the end of the year to give him an opportunity to do the many things he never had a chance to do before. He also informs that he plans to continue in the industry "which has be so wonderful to me." Both he and his efforts will be missed. . . . Universal sneaked "Father Goose," starring Cary Grant and Leslie Caron, before a large and appreciative audience at the RKO 86th Street Theatre. Before the preview, Universal's always gallant rep, Milt Livingston, hosted the trade press at a sumptuous dinner at Laurent's Restaurant



MOTION PICTURE EXHIBITOR's New York editor Mel Konecoff is seen with three belly dancers, who were guest performers at a reception prior to a recent New York screening of 20th-Fox's "John Goldfarb, Please Come Home."

## Anti-Nazi German Hero Subject of MGM BioFilm

NEW YORK—Metro-Goldwyn-Mayer, producer Martin Gosch, and Academy Award winning director Delbert Mann have completed negotiations for the filming of the true story of Oskar Schindler, the German Catholic engineer who single-handedly saved the lives of 1300 Jewish people in Nazi Germany during World War II, it was revealed by studio head Robert M. Weitman.

As a young anti-Nazi industrial engineer during the war years from 1939 to 1945, Schindler daily risked discovery and certain execution at the hands of S. S. Elite Guards and Gestapo in order to save and preserve the lives of his ever increasing number of "prisoner" workers.

In the terror stricken ghettos of Poland and Germany, where his factories were situated, the precious work card from Oskar Schindler soon became known as "The Card of Life."

Schindler was himself arrested three times by the Nazis, once held incommunicado for eight days in a Gestapo headquarters dungeon. But, despite constant surveillance and suspicion, this remarkable man succeeded in preserving lives otherwise doomed, until the war's end.

Schindler has already been honored by the Israeli government at a recent official ceremony in Tel Aviv, where a tree was planted in his honor in the Park of Heroes, the only non-Jew ever singled out for such unique recognition.

Gosch spent seven months in intensive research on Schindler, termed by many as "the greatest living civilian hero of World War II," to discover and authenticate the story. In that period, Gosch uncovered the story in Germany, Israel, France, England, and Italy. During his research, Gosch received active cooperation from Francis Cardinal Spellman, the White House, U. S. State Department, and the government of Israel.

## Woolners Enter TV

BEVERLY HILLS, CALIF.—Woolner Bros. Pictures, Inc., which currently has units at both Columbia and Producers Studio in various stages of film production for their program of 12 features per year, have setup Woolner TV Enterprises, Inc., for immediate activation in the television field, and have secured the Barry Roberts National TV Sales Organization, with offices in Chicago and New York, to distribute their product, kicking off with "Hercules and the Captive Women."



# LONDON Observations

By Jock MacGregor

TRICKY DAYS LIE AHEAD FOR THE INDUSTRY. LEGISLATION FOR THE renewal of acts covering quota, Eady fund, and National Film Finance Corporation is due shortly. Already the Board of Trade is seeking suggestions, and everyone should be doubly careful in what they say. It is claimed that everyone has two jobs—their own and films—and the Labour government certainly has its share of movie amateurs who are apt to put culture and propaganda before other considerations. They will listen most to the independent who bleats loudest rather than the big British and American groups on which the solidity and success of the industry rest.

Most vulnerable will be the Eady fund, the finest scheme ever conceived anywhere to encourage production and one which has been as beneficial to American as British exhibitors as so many top attractions (the 007 James Bonds, for instance) are made here though so many do not appreciate it. About half the producers feel that in view of the enormous success of an increasing number of British films, there should be a ceiling on how much can be drawn to free more for less popular ventures. Against this (which is likely to be the party line) is that no British or American distributors, and basically they and not the producers are the real financiers, have only successes, and all excess payments should go to ease their own disappointments.

The centre of these arguments is "Goldfinger." Even at this early date it is obvious that it will inflict an all-time Eady killing of more than a million dollars, and it is felt that it will be hard to justify such figures to Parliament. On the other hand, it must be borne in mind that the millions seeing this film are contributing largely to the levy, which is deducted before rentals are computed. The trade must more than ever guard figures which in the wrong hands can mislead.

OF PARTICULAR INTEREST AND SIGNIFICANCE ARE GRANADA'S TOP TEN for their financial year to Sept. 30, which have been distributed by their financial, and not their own publicists. Managing director Victor Chapman claims the results for stage and film presentations are the best for 10 years despite the long hot summer. There is every indication that the drop in attendance has been halted. Six of the top money takers were British: "From Russia With Love," "A Stitch in Time," "Zulu," "Tom Jones," "A Hard Day's Night," and "Wonderful Life." "Longest Day," "El Cid," "West Side Story," and "Pink Panther" occupied positions six to nine. A footnote adds that "Goldfinger" is currently breaking every Granada record.

LORD ARCHIBALD, WHO IS RESTRICTING HIS FEDERATION OF BRITISH FILM Maker activities to one day a week and threatens that it will not coincide with monthly press conferences, bade us au revoir with a lunch. After a degree of banter and personal tributes, he departed for the House of Lords, where as a Labour party deputy chairman, he will ere long occupy the historic Woolsack. He told us that he had introduced many executives to the industry and that he was most proud of Andrew Filson, who has become FBFM director. The press conference followed in mellow mood; most was off the record. One matter which was also discussed earlier at the British Film Producers Association was the selection of films for festivals and associate problems, since some want their films chosen and others do not. Plan now is for a "distinguished and experienced person" to select 1965's entries, assisted by an assessor from each association. Trouble could arise if the selector is not universally acceptable to all industryites and the press. Meanwhile, many are surprised that an official entry at Berlin, "Of Human Bondage," was not afforded the usual press show before opening at the Empire. Instead, Kim Novak met the press for a quick drink after finishing at the studio at 7:30 p.m. Some critics paid to see it, and Leonard Mosley moaned in the Daily Express: "Rarely in the history of the cinema has 15s been more unwisely expended."

CANDID COMMENTS: (1) "THE TIME HAS COME FOR ONE OR TWO GENTLEMEN in the Corps Critique to climb down from their very high horses and attune themselves to the ingredients of popular entertainment. They do not have to like it, but they owe it to their readers to try at least to understand what ordinary people like and why." Who wrote that? Michael Thornton, newly appointed critic of the Sunday Express.

(2) "The recent film festival in Venice has signalled the indisputable triumph of the Italian cinema with "Red Desert" and "Gospel According to St. Matthew." The latter won both the jury's special prize and the gran premio of the Office Catholique International du Cinema, two recognitions that were indeed unexpected, as in both cases, the juries were made up of foreigners, with only one Italian on each." In view of the allegations against biased festival juries, this commend is all the more candid since it was curled from the Italian Government sponsored Unitalia Newssheet.

JACK UPFOLD IS TAKING STUDIO PUBLICITY FOR PARAMOUNT BRITISH productions under his wing. He has been joined at Paramount House by Kay MacAndrew from Columbia as press officer. . . . After the screening of "Tomb of Leigia," I had to apologise when I shook hands with Denison Thornton for clammy hands. I am a sucker for horror, but this really sends chills up the spine. Understand even more shocks are packed in the American version—shocks that are not permitted by the British censor. . . . Leslie Grade is delighted he has persuaded Nebraska born Eugene Lerner of Kaufman-Lerner to desert Rome to develop film and tv packages for the Grade Organization in London. . . . It was a Sunday press reception for the "Never On Sunday" star, Melina Mercouri, when she arrived for the "Topkapi" premiere, and the highlight of the film—the robber being lowered from the ceiling—was reenacted in the Hilton Ballroom. . . . BLC split the Rank circuit release in London for the Nov. 8 week between "Ride a Pale Horse" and "Psyche '59." . . . Rank Theatres are experimenting with guaranteed but unnumbered front circle seats for the last performance Monday through Friday in selected theatres to avoid queuing.

## MGM Musical Version Planned For "Mr. Chips"

NEW YORK—Metro-Goldwyn-Mayer and Arthur P. Jacobs' APJAC Productions, Inc., have completed negotiations for the production of a musical version of "Goodbye, Mr. Chips," it was announced by Robert H. O'Brien, president of MGM.

Andre and Dory Previn will write the original musical score. A three-time Academy Award winner, Andre Previn will compose the music with lyrics by his wife and musical collaborator.

A cast of major stars will be set for the film, which is scheduled to begin production in London during the summer of 1965.

"Goodbye, Mr. Chips," based on the novel by James Hilton, is one of the most highly acclaimed and best-loved stories in the history of motion pictures. Robert Donat won the Academy Award for best actor in 1939 for his portrayal of the schoolmaster who looks back over his 50 colorful years at an English boys school. Greer Garson co-starred in the film which achieved success throughout the world.

This announcement marks the third film which Jacobs' APJAC Productions will produce for MGM. "A Time of Glory," the Charles K. Peck story of World War I aviation, will have a screenplay by Rod Serling and is scheduled to start in the spring of 1965. G. K. Chesterton's suspense thriller, "The Man Who Was Thursday," for which Richard Maibaum will write the screenplay, will begin in the spring of 1966. Alan Jay Lerner's Montfort Productions will be associated with Jacobs on this project.

## "Devil Doll" Heads North

NEW YORK—Canadian distribution rights to "Devil Doll," the Gordan Films-Gala-world Film coproduction, have been acquired by Astral Films, Ltd., it is announced by Richard Gordon, joint producer of the picture with Kenneth Rive. It will go into release in December and has been set for the complete Odeon circuit throughout Canada.

More  
light  
+  
slower burn=  
lower costs

**N**ATIONAL  
TRADE MARK

**PROJECTOR  
CARBONS**



## ALBANY

The local Variety Club installed its new officers headed by chief barker Charlie Saxe at a luncheon in uptown Petit Paris Restaurant. Saxe, a plastics manufacturer, succeeded his friend, Adrian Ettelson, Fabian district manager, in the post. John Costas, leader of a combo frequently playing in Schine Ten Eyck Hotel, was named first assistant; Joel Levy, assistant program manager, SW's television station WAST, was chosen dough guy; and Richard Meyers was tapped as property master. . . . Two Fabian Schenectady theatres, Proctor's and State, made a tieup with a group of downtown parking lots for patrons' convenience on weekday evenings and Sundays. City manager advertised the arrangement with a "See A Good Movie" slogan. . . . Dave Weinstein borrowed Miss Lee Malone from Neil Hellman's Thruway Motor Inn to handle group and theatre party sales for "My Fair Lady," Hellman. . . . Stanley Warner zone manager Charles A. Smakwitz visited industry friends in London.

## ATLANTA

A zoning change approved plans for the new \$350,000 drive-in which will soon begin construction in Pinellas County, Fla. . . . Ollie Rufus Browne, 88, an early day theatre owner, died at his Raleigh, N. C., home. . . . Mrs. E. L. McNiff, president, Atlanta Better Films Council, held a card party for the Free Cancer Home. . . . Judson Moses and Tom Baldrige, MGM, were working in Montgomery, Ala., on "Your Cheatin' Heart," which will play at the Paramount. . . . WOMPI members entertained the elderly at Highview Nursing Home. . . . A son was born to Mr. and Mrs. Scott. He is a sales representative with Paramount. . . . Stanley House is now with Variety Films. He was formerly with Warner Brothers. . . . Lucille Price was welcomed back after a long illness. She is the executive secretary to North and South Carolina Theatre Owners.

## BUFFALO

Tent 7, Variety Club of Buffalo, put on a special testimonial luncheon in honor of the Very Rev. John Pallas, chaplain of Tent 7 for over 18 years. Father Pallas is leaving Buffalo in December to take over the pastorate of St. Demetrius Church in Queens, N. Y. There was an unusually large attendance of barkers all anxious to pay tribute to Father Pallas for his long and faithful service in behalf of the club. Chief barker Thomas W. Fenno presided at the testimonial. . . . The Rochester Theatre Organ Society presented its second concert of popular and light classical pipe organ selections in the RKO Palace. Dean Robinson, Penn Yan, N. Y., played the instrument, installed in 1928 at a cost of \$75,000 and restored four years ago by a group of local enthusiasts. The concert was free to the public. Listeners were invited to join the society to keep alive the sound of the theatre pipe organ. . . . Hundreds of patrons filed out of the Seneca, Niagara Falls, Ont., during the presentation of a horror show, when the action got too realistic. Flames erupted from the stage curtain minutes after the start of "The Horror Of It All." There were no injuries. The fire spread quickly across the stage, destroying the curtains and screen before the arrival of firemen from three blocks away. There was considerable smoke damage. The loss was estimated at \$20,000. . . . Bob King, general manager and

vice-president of WKBW-TV, has given the Variety Club the go-ahead for a 1965 telethon. Specific date will be announced soon by chief barker Thomas W. Fenno. Nate Dickman, past chief barker, will be chairman, and Fenno and Michael Ellis, Jr., co-chairmen. . . . Tent 7, Variety Club of Buffalo, staged a dinner testimonial in honor of Tony Kolinski, former manager, Buffalo branch of Warner Bros., and first assistant chief barker, and now executive assistant to the president of Slotnick Enterprises in Syracuse, and Jere Spandau, retired, former member of the Buffalo sales staff of Universal-International, Dough guy Myron Gross and past chief barker Nate Dickman were co-chairmen of the event.

## CHICAGO

H. Nelson, manager, Logan Distributing Company, reports that the company has taken on the Gold Medal equipment line for the territory. . . . Kraft division of National Dairy Products Co. tied up with Disney's "Mary Poppins," with their chocolate lines to boost film attendance in this territory. The film is now showing at State Lake. . . . Kermit Russell has taken on Seven Arts management for this area. Loretta Wiorski is secretary of the Russell Films offices. Russell continues with distribution of "One Potato, Two Potato" for this territory, in addition to his Seven Arts agency. . . . Tel-A-Sign, Inc., are opening a new plant to manufacture and distribute their latest product, Scopitone, coin operated motion picture projector. A. A. Steiger is president of Tel-A-Sign. . . . Bernard Baker, Detroit Variety Club, has transferred his membership to the Chicago Variety Club since moving here. Baker is connected with the Chicago offices of Erwin, Wasey, Ruthrauff, and Ryna advertising agency's film production department. . . . Frank Kelly, corporate secretary of Williamson Candy Co., Chicago, before his retirement in 1955, passed away. . . . Wilding Studios are reported to be taking over Tri Dex Corporation of Detroit for displays and film productions for their clients at various trade shows. . . . George Hitch, veteran manager of Balaban and Katz's Paramount, Kankakee, Ill., passed away. He leaves his wife and a daughter. . . . Alliance theatre executives returned from their annual meeting of circuit managers in Fort Wayne, Ind. . . . D. Milano has organized Regal Vending Co. . . . M. M. Alexander has formed Talent Promotion Co. . . . William F. Benoist has been named president of Atlas Film Co., Oak Park, Ill.

## CINCINNATI

Guess who has had a week proclaimed by the city's Mayor Walton Bachrach in her honor, has had a profusion of flowers arranged especially for her arrival, and crowds awaiting to see her? None other than "My Fair Lady," which opened a record-breaking week at the Valley Nov. 9. Kleig lights pinpointed the Valley with its boxoffice festooned and its outer lobby profusely decorated with flowers. And there was also a "Liza" provided by the Flower Fair florist, who sold posies during the four "gala" openings sponsored by the Cincinnati Women's Club, the Isaac M. Wise Sisterhood, the Resident Home for the Mentally Retarded of Hamilton County, and the Bob Hope House Building Fund. Behind all the hoop-la of the tremendous opening week for the film, are the months of hard work by the Valley's group-sales manager, Esther Nemo. . . . The local Warners exchange, working like beavers preparing for

the entrance of "My Fair Lady" into this area, is taking time off for an "open house" in its new quarters at 900 Kroger Bldg., 1014 Vine st., downtown Cincinnati. After an inspection "tour" of the office and admiring the view of the city from Warners' high perch, guests will have luncheon at Monte's, located on the first floor of the Kroger building. . . . Jack Needham, Columbus, O., booker and a long-time member of the motion picture colony, celebrated his 85th birthday. . . . City manager William C. Wichman has reappointed John E. Krebs, E. M. Schmitt, and Garland C. Jones for a five-year term on the City Board of Examiners of the Motion Picture Machine Operators. . . . Joseph Lee, vice-president and district manager, Motion Picture Advertising Service, is resting comfortably at Jewish Hospital following a recent heart attack.

## COLUMBUS, O.

The Doris Day-Rock Hudson feature, "Send Me No Flowers," followed "Behold a Pale Horse" at Northland Cinema. . . . RKO Palace held "Malamondo" for a second week after one of the biggest weeks at the Palace in several months. . . . Days of the nickelodeon were recalled when the Retail Merchants' Association sponsored a five-cent-admission Saturday morning show at RKO Palace with "When Comedy Was King" and several cartoons. Stunt was a tieup with Downtown Shopping Days. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, appeared before the Wellsville City Council along with Paul Vogel, ITOO board member, to register opposition to a community antenna television proposal in Wellsville. Coming up are similar proposals in Mt. Vernon and Canton.

## DALLAS

The Variety Club of Dallas has elected a new crew to direct its activities for the coming year. They are Ed Gall, Don Grierson, Fred Hull, Walter Morgan, Meyer Rachofsky, Kyle Rorex, Alfred Sack, Alton Sims, Bill Slaughter, and Raymond Willie. James A. Pritchard was chairman of the nominating committee. . . . Ken Curtis, who made his debut as a producer here for Gordon McLendon with the "Killer Shrews," "The Giant Gila Monster," and "My Dog, Buddy," was to be a visitor here on Dec. 4 and 5 as one of the guest stars for the third annual National Cutting Horse Futurity at the State Fair Coliseum. Curtis is one of the star's of "Gun-smoke." . . . Whit Boyd has organized Crescent International Pictures with offices here to distribute pictures in Dallas, Oklahoma City, Charlotte, New Orleans, Memphis, Atlanta, and Jacksonville exchange area. Boyd has been active in film business for the past 20 years. His first film will be "Passion In The Sun." Diana James has joined the staff of Crescent as office secretary. . . . Edwin H. Knopf, former Hollywood producer, was a recent visitor here with his wife Mildred in a new capacity as collaborators on an Italian cookbook. . . . The McLendon Corporation of Dallas, headed by Gordon McLendon as president and B. R. McLendon, board chairman, purchased Chicago FM station WFMQ for \$400,000. The McLendon's also operate Tri-State Theatres, a circuit of seven theatres with headquarters in Dallas. . . . A memorial service was held in Christ the King Catholic Church for the late R. J. O'Donnell, former vice-president and general manager of Inter-



state Theatres, who died five years ago. . . . The Dallas Eastern Star International will sponsor a performance of "My Fair Lady" on Nov. 25 at the Tower. Ticket requests have come from throughout the United States, Alaska, Hawaii, and Scotland.

## DENVER

Denver is to have another new hardtop theatre, according to announcement made recently by Richard A. Smith, General Cinema, Boston, and David May II, executive vice-president of the May department store chain. New house is to be a 1,000 seater located in the Westland Shopping Center, where the May Co. has one of its large stores. Five other theatres and drive-ins have been either started or announced this year. . . . Harold McCormick, co-owner of the Skyline, Canon City, and for some time a state representative, was defeated for reelection by a mere 90 votes in the recent Democratic landslide. . . . Oscar Galanter, MGM, is hospitalized following surgery. . . . Mesa, Roy, N. M., has been closed by Gerald Dikeman. . . . Dick Lutz will take over as manager of National Theatre Supply Co., following resignation of 29 year veteran Joe Stone, who is leaving to enter a new business apart from the trade. . . . General manager Jack Fleming, Atlas Theatres, is making an inspection tour of the company's western slope houses. . . . Mr. and Mrs. C. De Herrera are the proud parents of a new baby daughter. De Herrera is shipper at Universal. . . . Mr. and Mrs. Charles Crow, Plains, Eads, Colo., are also celebrating the arrival of a baby daughter. . . . Rocky Mountain Motion Picture Association's gala "Boy's Night Out" affair will be held at the "Tropics" on Tuesday, Dec. 8. Festivities start at 5:30 with a cocktail party, to be followed by steak dinner and entertainment. Tickets are available thru Fred Knill at American International exchange. . . . A 28x80 foot screen to accommodate Cinerama films is being installed in the new Fox InterMountain Lake Ridge hardtop, now being readied for Christmas opening. . . . Attending the United Artists divisional meeting here recently were UA home office executives James Velde and Al Fitter; division manager Carl Olson, who presided; branch managers Robert Malone, Minneapolis; J. Dugan, Des Moines; and John Dobson, Denver.

## DETROIT

Walter Goryl, who until recently was sales manager for the U-I exchange here, is now with Clark Theatre Service, buyers and bookers. His post is that of assistant to William Clark, head of the firm. . . . Of course, after you read the story on the movie page of the ultra-prosperous Detroit Daily Press, the leading emergency paper being published during the long hiatus of the newspaper strike here, you understood. But the three-column head about the late President Kennedy's brother-in-law made you wonder until you did. It read: "LAWFORD GETS HARLOW ROLE." . . . It was revealed at the 1965 election meeting of the Barkers of the Variety Club of Detroit, Tent 5, that the Variety Club Growth and Development Center, Inc., was in the best shape in the club's 31 years of existence, or for that matter its Heart Fund which preceded it before the tax situation dictated the structural change. The Tent's own treasury is likewise in the healthiest condition it has been for many years. Re-elected unanimously were chief barker Jack

Zide; first assistant chief barker Arthur Herzog, Jr.; second assistant chief barker Louis J. Mitchell; dough guy Jerome B. Levy; and property master William E. Wood. Remaining as canvassmen for another term are Irving Belinsky, Gerard C. Lacey, Milton H. London, Alden W. Smith, and Fred P. Sweet. Serving for the first time will be Harold Morrison. A dinner meeting will be held Dec. 1 at Cliff Bell's to appoint committees for 1965.

## HOUSTON

Interstate Theatre officials are analyzing the Clear Lake area with the aim of building a theatre there. Such an installation would represent an investment of some \$500,000. No definite date has been set for the construction of the theatre. The circuit owns a 28 acre tract in the heart of the commercial and residential area. It is not definite at this time whether the theatre would be located at that site. The tract was purchased two years ago at a time when the area was still grazing land for cattle. It is near the NASA Space Center. . . . Bobbi Shaw, American International Pictures starlet, was a visitor here on behalf of her film debut in "Pajama Party." Joan Neil, local girl who was Miss Texas World, also has a small role in the film. . . . The Cenacle Retreat House benefitted from the premiere of "My Fair Lady" at the Tower. . . . Bill White, billed as "The Living Corpse," will be buried alive six feet underground at the King Center D-I, in a coffin-type box. White will attempt to break his own record of 49 days and nights of being buried alive. Local fans are invited to mail a post card with their guess of how long White will stay underground and win a free pass good for six months. . . . Stanley Warner of Texas will construct a new indoor theatre in the Memorial City Shopping Center with a capacity of 1,400 seats. Al Mortenson, operator of the Oak Village, opposed the project. Stanley Warner must divest itself of two theatres in the city by Jan. 25. . . . Anne Revere, who has appeared in 40 motion pictures from 1940 until 1957, will head the cast in the opening production of the Alley Theatre, "The Trojan Women," on Nov. 25. . . . Ground was broken for the Jefferson Amusement Co's lavish new Sharpstown theatre, with developer Frank Sharp and attorney Bob Park manning special gilt shovels. Others present were architect L. C. Kurburz, who designed the 1,200 seat theatre; Charles Paine, director of the circuit theatres in Houston; David Daum, Sharpstown Center; and Foy Myrick, Jefferson Amusement Co. The steel and concrete installation will cover 28,500 square feet and will be finished in gray marble with black slate trim. Target date for the opening is May 25, 1965.

## JACKSONVILLE

Leon Task, one of Film Row's favorite exhibitors, who sold his 22nd Avenue Drive-In at Miami last summer, returned here for a visit with friends after making a grand tour by automobile which carried him into the tropics of Mexico, throughout the continental United States, and up to the northern reaches of Canada. . . . Robert Capps, MGM manager, and Jennings Easley, MGM salesman, are busy planning the Motion Picture Charity Club's annual golf tournament, expected to attract more than 100 men from exhibition and distribution who will compete for many valuable prizes. . . . Roy Bang has taken over the management of the State, Eustis. . . . Robert Farber, new head, Stein Theatres, with

offices in the Florida Theatre Bldg., had a busy week establishing contacts with distributors along Film Row. . . . The Negro-patronage Park, St. Petersburg, closed for many months, has been reopened by Hyla Carr. . . . Traveling auditor Ralph Miller is stationed temporarily at the local MGM Building. . . . The noted singer Marian Anderson was cancelled out of a scheduled concert at the Civic Auditorium when her promoter became discouraged because of a poor showing in the advance sale of tickets. . . . An elaborate birthday party and smorgasboard luncheon is being planned in honor of Mrs. Flora "Miss Flo" Korch, who has been secretary to every president of Florida State Theatres since the circuit was organized and who has no plans for retirement. . . . Bill Means, Jacksonville Journal's film writer, was married to Miss Dorothy Dean, local federal worker, at the home of the bride's parents in St. Augustine. . . . George Ballis, director, local Little Theatre, has been elected vice-president of the Florida Theatre Conference at the group's annual convention in Fort Lauderdale.

## MIAMI, FLA.

Wometco Enterprises, Inc., board of directors declared a 25 per cent stock dividend on all stock outstanding plus the regular quarterly dividend of 14 cents on the outstanding class A stock and five cents on the outstanding class B stock. This will be distributed Dec. 22 to stockholders of record as of Dec. 1. The cash dividend will be payable Dec. 15 to stockholders of record as of Dec. 1. After the issuance of the stock dividend, quarterly cash dividends at the annual rate of 50 cents on class A and 18 cents on class B stock will be paid, this being 11½ per cent, according to president Mitchell Wolfson. Other business transacted by the board included approval of a pension plan for all non-union employees of both Wometco Enterprises, Inc., and all domestic subsidiaries, to go into effect Jan. 1, 1965, subject to approval by the Internal Revenue Service. This plan will replace the company's limited profit-sharing plan, the accumulated employee benefits of which will become fully vested for all present participants under the new pension plan. . . . A child actress was knocked down in a cattle stampede staged through an Indian village set on a movie shooting location in Winter Park, Fla. Eleven-year-old Pamela Melendez escaped serious injury despite a steer knocking her down and a horse caroming off her. She suffered leg bruises, according to hospital attendants. Spokesman for Nova Film Productions, which was filming "The Crying of Laughing Owls," starring Robert Taylor, said the accident occurred when about 100 head of cattle were driven through the village as Taylor, the Melendez girl, and others were standing nearby. . . . "Tell Me in the Sunlight," filmed in and

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around Nassau, Bahamas, about a year ago by Magna Films, is set for a world premiere there around the first of the new year.

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## NEW ORLEANS

Douglas Desch, Buena Vista's southwestern district manager, was in from his home base in Dallas. He attended the Gulf States benefit premiere of Walt Disney's "Mary Poppins" at the Martin Cinerama, which was sponsored by Variety Club Tent 45 for its children's charities. . . . Edith Gee, owner-manager, Village, Bonita, La., suspended showings until early spring. . . . George French reopened the Star, Mendenall, Miss. The house had been closed for several months. . . . Gulf states Theatres' resumed showings on the west screen of the Twin Drive-In and Echo Drive-In, New Iberia, La., after hurricane damage was repaired. . . . Local WOMPI and members of Variety Club Tent 45 and its auxiliary held a reception in honor of two local WOMPI's recently elected officers of WOMPI International—Mrs. Lee Nickolaus, president; and Mrs. Marie C. Berglund, corresponding secretary. . . . Joan Seeman, former 20th-Fox staffer, succeeded Shirley Lindley as secretary to Earl Perry, vice-president and general manager, Pittman Theatres. . . . Pat Slimmer, Film Inspection Service 'hello girl,' resigned to join Southern Bell Telephone Company. . . . Charles Hopkins is the new house manager at the Saenger-Orleans.

## PHILADELPHIA

At the regular annual meeting of Motion Picture Associates Foundation Inc. of Philadelphia Don Hicks, branch manager, Paramount, was elected president for the coming year; Milt Young, Columbia merchandising manager, was named vice president; Bill Doyle, retired motion picture salesman, was named treasurer; and Richard Doherty, Buena Vista regional auditor, was named secretary. Elected to the board of directors were Stanley Adleman, George Beattie, Alfred Davis, Sidney Eckman, Joseph Engle, Bennet Goldstein, Jack Greenberg, Nathan Milgram, Carl Reardon and Harry E. Weiner. Continuing on the board are past presidents Jerry Levy and Mort Magill. . . . Samuel Shapiro, president, Sameric Theatres, announced a multi-million dollar theatre construction program in the next 12 months, including a new 1500-car Black Horse Pike Drive-In located at Mt. Ephriam Boulevard

and Crescent Boulevard in Camden, N. J., one mile from the Black Horse Pike Shipping Center. Construction will start Nov. 15 with opening set for Easter, 1965. . . . William Goldman, president, WHVY-TV, Channel 12, was honored at the educational station's first anniversary dinner at the Sheraton Hotel. He received awards citing his contribution to educational tv. . . . Harry Waxmann will be cited by B'nai B'rith with its 20th annual "Citizen of the Year" award on Nov. 29 at the Deauville Hotel, Atlantic City, N. J.

## SEATTLE

Holders of Washington Diamond Jubilee medallions (they are commemorative coins that were issued in honor of the 75th anniversary of statehood and sold by Seattle stores) enjoyed free or reduced-admission to area theatres during the week of Nov. 9. Theatres participating were the Burien, all United Drive-In Theatres, the Orpheum, Broadway, Martin Cinerama, and Grand. . . . The Granada Organ Lift Club (a non-profit theatre) reached way back before the talkies to bring its members some unusual entertainment. Featured recently were Clara Bow in "Dancing Mothers"; Laurel and Hardy in "Big Business"; and Carol Lombard in "Campus Vamp." All three were filmed before 1930. . . . Two more benefit previews have been added to the record-breaking charity-performance list of "My Fair Lady" at the Music Box, making a total of seven. Newest additions are matinee and evening performances on Sunday, Nov. 22, for Thriftway Stores, with profits going to the March of Dimes. Other benefit previews include Seattle and King County Mental Health Association, the Milk Fund, Helen Bush School, Church of the Latter Day Saints, and the City of Hope. . . . Biggest theatre news to hit Seattle in a long time is the announcement that Sterling will replace the Roosevelt with a new first-run house to be named The Town. The Town should be ready for the Christmas holidays. The first new theatre to be built in Seattle in the last 40 years, except for the Martin Cinerama which was built two years ago, the Town, with 708 seats, will show motion pictures and road-show attractions on a reserved-seat and popular-price basis. Designed by Alfred H. Croonquist, the theatre features marble, bronze, and aluminum in the front and marquee, along with dramatic exterior lighting. The interior will feature warm colors, including gold, brown, and tangerine in carpets and sidewall draperies and furnishings. The B. F. Shearer Company will supply interior fixtures. Patrons will enjoy free parking as a stimulant to business, says Jerry Vitus, operations manager in charge of the entire project.

## WASHINGTON

Sam Galanty, mid east and southern sales division manager for Columbia Pictures, left for a business trip to Atlanta to discuss forthcoming product. . . . Bernard Lust, head of the Sidney Lust circuit, announced that William W. Friedman is now handling the buying and booking for the circuit. . . . The Women of the Motion Picture Industry, International, Washington, recently met at the Variety Club in the Willard Hotel. Invitations were sent to women in the industry (which also includes radio and television) to a cocktail party and screening at the Motion Picture Association. WOMPI of Washington, D. C., welcomed its new members including Jeanne MacDaniels, Phoenix Associates; Catherine Burton, United Artists, Suzanne Swing, Norwood Studios.

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# PHYSICAL THEATRE

●

# EXTRA PROFITS



COVER PHOTO • Hard-to-miss highway marquee of Dubuque, Iowa's Super 20, newly opened by the Dubuque Theatre Corp., features Wagner Sign Co.'s new white-on-black changeable letters and attraction board. Daytime or nighttime, traffic on Highway 20 can "get the message" from this stopper! See story on Page PE-8.

Volume 19

Number 11

November 18, 1964

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*







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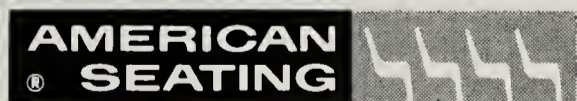
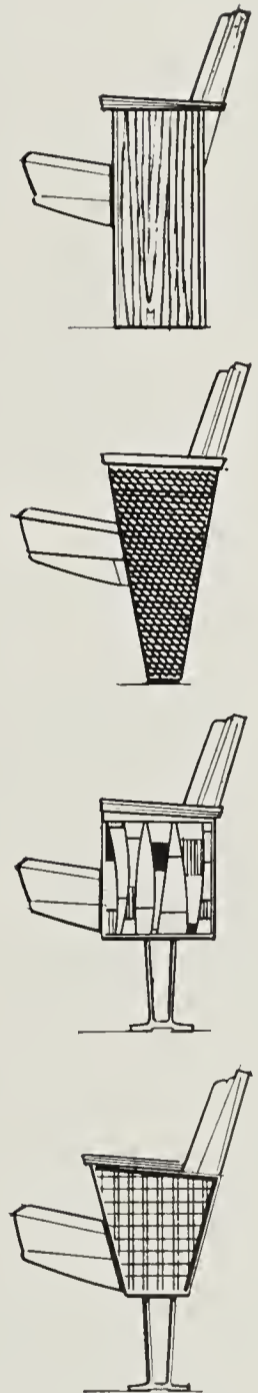
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## Editorial

# Grounds For Divorce

Quite a few theatremen, if our annual calculations are correct, should be ripe for a divorce this year. A divorce, that is, from unproductive associations with theatres that have outlived their usefulness. Their new mates (again, if our usually accurate predictions hold) will come from the ranks of the new theatres contemplated for the coming year.

No one actually knows precisely how many theatres were built or remodeled during any given year—but PHYSICAL THEATRE's estimates are generally taken as realistic, if not exact. Last year, we predicted 196 new indoor theatres would be added to the rolls, at a cost of \$88 millions. In addition, we saw about 80 new D-I's in the making, with more than 800 major remodelings to be undertaken. In retrospect, it appears that our estimate was very close; with two months remaining of the year covered, new indoor theatre additions will probably reach 200.

A further breakdown of the above figure shows exhibition, with over 12,000 indoor situations currently in operation, replacing slightly less than two per cent of its physical plant during the year. We foresee heightened construction activity, since, even at the accelerated rate of 300 new additions per year, it would take more than 40 years to effect a complete write-off of existing theatres. With many American theatres still dating back to the WWI era and before, the need for replacement and major remodeling will continue for some time. In terms of planned obsolescence, the construction boom, as we know it today, could pick up tempo and go on for ten years without effecting the needed replacement.

Exhibition is currently capitalized at approximately 2½ billion. We have been adding nearly \$100 million dollars a year to our plant investment, replacing at a rate of four or five per cent per year. Though impressive, an even greater plow-back is required, with much equipment and building additions or improvements still sorely needed.

A factor that may come into play during the next few years in our larger cities, where the bulk of the population is concentrated, is the abandonment by federal and city planners of slum clearance on a massive scale as a panacea for urban blight and waste. In terms of real estate, this may mean far less of the block-by-block razing we have seen in the past. In place of this method, a guided program of neighborhood improvement appears to be the logical successor.

An upgrading, rather than abandonment, of these areas would mean the possibility of new life for quite a few small and medium size theatres located there. There is, no doubt, a vast audience potential in these areas that could be brought to life by the benefits of improved employment opportunity and better education.

Shopping center theatres will continue to account for most of the new construction during 1965, as there are literally thousands of large centers, existing and under construction, suited for indoor theatres. Of the 225 new indoor theatres forecast for 1965, about 180 will be built in centers. New drive-in construction is expected to be near 100 for the year.

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Al deProspero, editor

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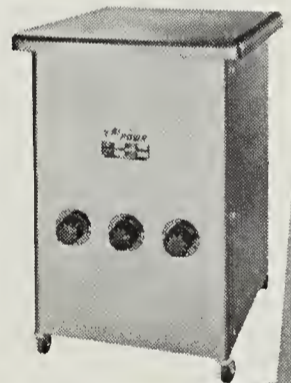
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# Southtown Theatre Accents Color



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Photo from front of auditorium shows some of the 1,200 deluxe Heywood-Wakefield Airflo Rocking Chairs installed in the house.

## Minneapolis Showcase For Mann Theatres

■ The new Southtown Theatre, located in Minneapolis' Southtown Shopping Center, represents an investment of some \$750,000 by the expanding Mann Circuit.

The structure of the theatre itself is singular enough to set it off from the ordinary, being egg-shaped and faced with 'Marblecrete,' a concrete with a terrazzo-like effect achieved by imbedding chips of marble in the pour. The exterior features large vertical panels which are dramatically lit at night.

A canopy curves across the front of the lobby and has an unusual attraction board measuring 176 ft. long.

With its giant screen and the latest in technical equipment, the theatre can exhibit any type of product, including wide-screen processes such as Todd-AO, CinemaScope, and Cinerama. Policy for the 70mm house includes plans to show roadshow type product in the above processes.

The auditorium of the Southtown features 1,200 of the Heywood-Wakefield Co.'s TC-706 Airflo Rocking Chairs—a deluxe type chair upholstered in red to complement interior decor. Back-to-Back spacing was set at 42 inches to permit easy access to mid-aisle seating.

The architect on the Southtown was Gingold and Pink.

The Southtown, which offers its patrons virtually unlimited free parking (for 3,000 cars), is one of 23 theatres in the Mann chain. The Minneapolis showcase is also the most recent addition to the theatre's circuit.

**PHYSICAL  
THEATRE**

Vol. 19, No. 11 November 18, 1964





# Another Great 70mm Release

## MY FAIR LADY

from Warner Bros.



MY FAIR LADY, the all-time Broadway classic, has arrived as the "most lovely musical event of them all." A super Panavision 70 release from Warner Bros., "My Fair Lady" follows hot on the heels of last year's great lady, "Cleopatra," another 70mm release which is still setting boxoffice records. And what were some of the other 70mm releases before that? A few nice little pictures like "Around the World in 80 Days," "Ben Hur," "West Side Story," "Exodus," "Lawrence of Arabia" and many more of comparable stature. The point is simply this. The big hits . . . the big *profitable* hits . . . are being filmed and released in a 70mm process because it's the only way they can be shown all their spectacular brilliance.

And when it comes to selecting equipment for projecting these films . . . there is nothing comparable to the Academy Award winning

Norelco Universal 70/35. Norelco 70/35's are the most widely used, most thoroughly proven and most technically advanced. They're not only superior for 70mm projection . . . but in less than 4 minutes convert to smooth performing, rugged and trouble-free 35mm mechanisms as well.

Whether you're building a new theatre or modernizing an older theatre . . . projectors are a comparatively small part of the total cost. And an even smaller part is the difference in cost between equipment that limits you to 35mm films and equipment that allows you to exhibit the tremendous new 70mm attractions. Think ahead and you'll agree that *for today and tomorrow Norelco 70/35 is your wisest investment.*

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# Kodak Announces Educational Aid; Contributions Total \$1.5 Million

Cover Story—

## New Dubuque D-I A Modern Addition

ROCHESTER, N. Y.—Eastman Kodak Co., announced that its 1964 aid-to-education contributions will total \$1.5 million, an increase of about 25 per cent over 1963.

In the five years 1960-64, the dollar value of Kodak's annual aid-to-education program has grown from \$800,000 to \$1.5 million, an increase of 87 per cent. The total for 1964 includes:

- more than \$240,000 in direct grants to 62 privately supported colleges and universities;
- \$250,000 in research grants for 22 selected college and university graduate departments;
- \$120,000 in grants that support capital or endowment programs at 5 institutions;
- \$50,000 in special grants to 10 colleges that emphasize the liberal arts;
- and about \$800,000 in contributions to educational organizations that support various phases of advanced learning.

"These Kodak grants acknowledge the contributions of higher education to the company, to the business community, and to society in general," William S. Vaughn, president, said in a statement.

"America is fortunate in having some of the world's best institutions of higher learning. But these institutions need substantial support if they are to provide an even higher calibre of education for increasing numbers of young people. We are pleased that the Kodak company, like others in business and industry, is able to share in the support of higher education," he said. "We know of no better investment."

A total of 62 privately endowed colleges and universities will share in direct grants valued at more than \$240,000. The grants are based on the number of graduates from these institutions who joined Kodak five years ago and are presently employed by the company. Kodak grants \$600 for each full year of academic work completed by the employee at a privately supported, accredited school from which he received either a bachelor or a graduate degree.

The direct grants help schools to compensate for the difference between the actual cost of educating graduates now with the company and the amount that these individuals may have paid in tuition and fees.

The 22 research grants awarded are valued at a quarter of a million dollars. Ranging from \$6,000 to \$12,500, the grants are awarded annually to a selected number of graduate departments. The major portion of the funds awarded is for unrestricted use.

Each grant of \$12,500 provides for a \$1,000 award to an outstanding doctoral student in recognition of unusual achievement. In addition, recipient institutions may award fellowship stipends of \$2,500 or more to graduate students of their choice.

A group of special one-time grants totaling \$170,000 was also announced by the company. This phase of the Kodak program includes five grants totaling \$120,000 in support of capital and endowment programs and 10 grants of \$5,000 each that will go to colleges emphasizing the liberal arts.

The new Super 20 Drive-In Theatre, opened by the Dubuque Theatre Corp. in the West Grove section of Dubuque, Iowa, marks the area's first new theatrical investment in many years.

Built at a cost of \$250,000, the new drive-in is situated on a 14 acre tract and can accommodate 900 cars. According to James N. Yiannias, officer of the Dubuque Theatre Corp., no expense was spared in building the new theatre, equipped with the latest in projection and sound equipments for patron enjoyment.

The drive-in features a giant screen measuring 110 ft. wide, with excellent sight lines from all ramp stations.

A free standing sign located at the theatre entrance area, and seen on the cover of this issue, is eight ft. high and 35½ ft. long. The sign is equipped with 8, 10, and 17 inch white plastic letters mounted on Wagner Sign Co.'s new black, endura enamel assembly.

The concessions building, located in the center of the drive-in, is equipped to speed patrons through the food and refreshment lines quickly. A playground area is located to the rear of the service building.

The new drive-in is within easy reach of all parts of the city, said Yiannias, and can be reached by University Avenue and Dodge Street, as well as by the newly opened John F. Kennedy Road.



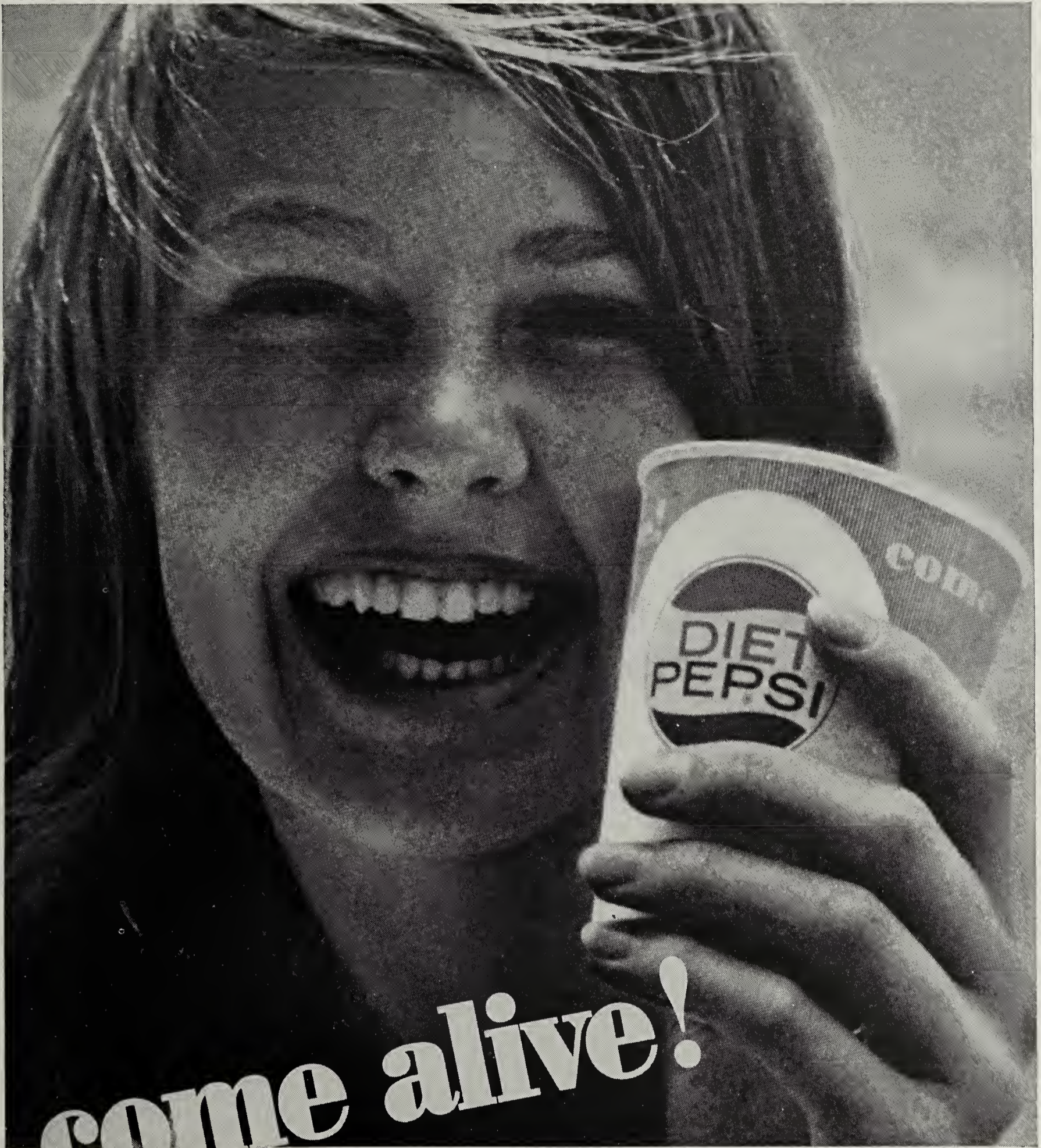
NATIONAL THEATRE SUPPLY branch managers in attendance at the Allied-Tesma-Teda Convention and trade show at the Sheraton-Cadillac Hotel were given an insight into the sales potential for blown arc type projection lamps by Arthur J. Hatch, president of the Strong Electric Corp., Toledo, Ohio. Hatch also described a new Xenon type slide projector and features of new model spotlights.

Cliff Callender, sales manager of the Theatre Equipment Division of Strong Electric related the favorable experience with 30 Strong Xenon projectors as employed at the World's Fair.

Attending the meeting were: (L to R), standing: Cliff Callender,

Strong Electric, Toledo, Ohio; J. Currie, vice-president National Theatre Supply, Tarrytown; Harold Plumodore, Strong Electric; Pete Peterson, Indianapolis, Indiana; Vernon Barrett, Minneapolis, Minnesota; Harry Russell, Pittsburgh, Pennsylvania; W. C. Hutchins, Philadelphia, Pennsylvania; Arthur J. Hatch, and Bill White, factory representative, Strong Electric. Seated are: Ed Novak, Chicago, Illinois; F. F. McCleary, Pittsburgh, Pennsylvania; Clarence Williamson, Detroit, Michigan; J. Servies, vice-president, Tarrytown; J. M. Fisher, Cincinnati, Ohio; and Don Atkinson, Baltimore. Not shown in the photo were Bud Mutchler, Cleveland, Ohio; and Jerry George, Buffalo, New York.





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## You're in the Pepsi generation!

The modern drink for today's generation is Pepsi-Cola...both Diet and regular. Be sure you have both for your customers.





# Arthur Hatch New TESMA Head

Larry Davee Honored For Service;  
Organization Names '65 Directors



Larry W. Davee, president of Century Projector Corp., (left) is presented an award by William J. Cosby, marketing mgr., Carbon Products Division of Union Carbide Corp., marking Davee's retirement as president of the Theatre Equipment and Supply Manufacturers Association (TESMA). Davee, active for many years in TESMA affairs, held office from 1960 to the present.



OFFICERS AND DIRECTORS of TESMA, taken at the Sheraton-Cadillac Hotel, Detroit, during the recent annual convention of TESMA. Seated (L to R) Merlin Lewis, executive secretary and treasurer; Arthur Hatch, president Strong Electric Corp., president of TESMA; Richard Kneisley, president Kneisley Electric Co., TESMA vice-president; John Currie, General Precision Equipment Co., and vice-president National Theatre Supply Co., director. Standing (L to R) Sol Shurpin, president Technikote Corp., Lee Jones, exec-vice-president, Neumade Products Corp; Edward Nelson, vice-president and general manager, Ballantyne Instruments and Electronic Corp., and William Gedris, Sr., president Ideal Seating Corp., directors.

Other directors, not present when photograph was made; Don Peterson, Bausch & Lomb Optical Co.; Clarence S. (Bud) Ashcraft, Jr., president, C. S. Ashcraft Mfg. Co.; Erwin Wagner, president, Wagner Sign Service; Ben Adler, president Adler Silhouette Letter Co.; W. J. Cosby, marketing manager, Carbon Products Division, Union Carbide Corporation, and Martin N. Wolf, Altec Service Co.

## Redstone Acquires Circle

BOSTON—Redstone Theatres, through its wholly-owned subsidiary, National Amusements, Inc., have acquired the Circle Theatre property at Cleveland Circle on the Brookline-Boston line. The theatre, which is the last built of the larger theatres in Metropolitan Boston, was sold by American Theatres Corp. for an undisclosed sum.

Redstone Theatres own and operate 36 theatres in 12 states and presently have 6 twin-cinemas either under construction or in the planning stages in various parts of the country.

The Circle will be the first Redstone conventional theatre in Boston. They presently own and operate the Revere, Suffolk Downs, Neponset, VFW Parkway, and Dedham Drive-In Theatres.

It is understood that substantial alterations and renovations will be made to the Circle including an all-new lobby, the installation of the latest sound and projection systems, and the installation of newly developed, exclusively Redstone, luxurious auditorium chairs. At the present time, it is contemplated that all of the alterations, which will begin within a few months, will be executed while the theatre continues to operate with no inconvenience to its patrons.

## Penna. D-I's Due Refund

PHILADELPHIA—According to a bulletin issued by the Theatre Owners of Penna., here, an impending court decision in the case of the Commonwealth vs. Associated Theatres will do away with an existing sales tax paid by drive-in owners who charge a rental or service fee for use of in-car heaters.

Under the ruling, these D-I's will no longer be obligated to pay the sales tax, the bulletin states, on either the purchase of the heaters or for heater parts or on electric current for their use.

TOP said where rental charges exceed 11¢, the D-I's will pay a "Use Tax" of five per cent—if charges are less than 11¢, they will not be obligated to any tax.

All D-I's that fall into this category are entitled to a refund, the bulletin states, paid by the State on all taxes paid for a retroactive period covering 18 months prior to filing of claim for any and all sales taxes paid on purchase of heaters and/or parts and/or electric current.

Theatremen interested in the exemption are advised to contact Lester Kreiger, P. O. Box 588, Bryn Mawr, Penna. (Tele: 828-4484).

In order to speed applications for refund, TOP plans to consolidate all requests into one and turn handling of the matter over to State Senator Charles Weiner, whose law firm represents TOP in the matter.

## New Miracle Catalog

GRINNELL, IOWA—A new thirty-two page catalog on playground equipment and related items is now available from the Miracle Equipment Company. Designed in a handy "pocket secretary" size, the catalog covers Miracle's complete line of playground equipment, including slides, swings, whirls and climbers; auxiliary equipment such as shelters, picnic tables and benches; and the Miracle Senior and Junior Obstacle Course. Titled "Catalog Sampler #500," copies can be obtained by writing the manufacturer in Grinnell, Iowa.



## "Playboy" Theatre Opens

CHICAGO—A posh black-tie premiere of Royal Films International "Nothing But the Best" marked the birth here of publisher Hugh Hefner's first Playboy Theatre, with all of the theatre's 600 seats reserved for Chicago's top civic VIPs and representatives of every newspaper, magazine and radio and TV outlet attending the gala affair.

In "Nothing But the Best" fashion, every fanfare and ballyhoo technique was used to point up the theatre's connection with the "Playboy image." As cars pulled up to the theatre's long red carpet, a squadron of bunnies assigned to reception chores opened car doors and escorted the notables to their seats.

All attendees of the invitational premiere received gifts ranging from Playboy cufflinks and perfumes to Colpix soundtrack albums of "Nothing But the Best."

The theatre officially plans evening performances only from Monday to Friday and matinees added on the weekends.

The event was heralded for weeks with ads on radio and in local newspapers and a full range of editorial coverage in every important medium in town. Included in the coverage were banner stories in the Chicago Tribune, Chicago American and Chicago Daily News on the movie house and "Nothing But the Best" plus constant mention on area news coverages over the airwaves.

## Broadway Victoria Redone

NEW YORK—In preparation for the recent world premiere of "Behold A Pale Horse," the Broadway Victoria here was given a \$100,000 facelifting, making the house one of the most modern and best equipped on the famed street.

The theatre increased its screen size by more than 50 per cent and widened its seat widths with no reduction in house capacity.

According to John Cusack, general manager, the refurbishing plan included alterations "from the projection booth to the sidewalk." Cusack said that the new screen measuring 37 ft. by 19 ft., replaced one 27 ft. by 17 ft., giving an increased surface of some 53 per cent.

In the projection room, new Zeiss Ikon lamps were installed. A new gold traveler replaced the previous gray curtain.

Marquee and exterior changes included rewiring of the marquee for fluorescent lighting with an ensuing increase in brightness and the installation of new display frames.

In the auditorium, the theatre's 1001 chairs were replaced by wider seats in white upholstery. New carpeting was installed, and walls painted.

## Track Stars Big Drinkers

LOS ANGELES—During its ten-day stay at California Polytechnic Institute, Walnut, California, in training for the final qualifying trials for the XVIII Olympiad, our 150-man track squad consumed 170-cases of Diet-Rite and Royal Crown Cola, almost three bottles per man, per day.

According to Will Higgin, president of the Royal Crown Beverage Company of Los Angeles, preference for the two products was equally divided.

In addition to providing its products at Cal Poly, Royal Crown also served the United States Olympic Team's 500-plus delegation during its staging at the Los Angeles Biltmore and during the four chartered flights from Los Angeles to Tokyo.



Architect's drawing of Parkwood Theatre, recently opened in the Parkwood Manor Shopping Center, Academy and Byberry Rds., in Northeast Philadelphia, adjoins the 2600-home Parkwood Manor community. Architect was John T. Brugger, Jr.; builder, Leonard Shaffer Co. Robert Theatre Corp. operates the new 1400-seater.

## NGC To Distribute New Closed Circuit Projectors

LOS ANGELES — Theatre Color-Vision Corp., a subsidiary of National General Corp. engaged in establishing a national closed circuit television network for theatres, has signed an exclusive world-wide agreement for the distribution of a series of new, highly mobile color and black and white closed circuit tv projectors, it was announced jointly by Irving H. Levin, NGC executive vice-president and head of the theatre tv subsidiary, and Arthur R. Tucker, president of Dalto Electronics Corp., Norwood, N. J.

The new projectors, manufactured by Dalto, offer greater versatility and mobility than is available from projectors now on the market, according to Levin. Theatre Color-Vision's distributing agreement with Dalto gives the NGC subsidiary full rights to market the projectors to theatre operators, industrial firms, schools, and many other users throughout the world to whom the new units have a wide range of applications.

As for application, in its planned nationwide network of closed circuit tv in theatres,

Theatre Color-Vision expects to use the Dalto projectors to supplement its use of General Electric Co.'s Talaria projector, a revolutionary big-screen color projection instrument now undergoing final tests by GE and NGC.

As previously announced, National General has exclusive national distribution rights for the Talaria to the commercial theatrical entertainment industry.

There are three models in the new line being produced by Dalto. Largest of the projectors is the Amphicon "600," a color unit suited for use in large theatres, arenas, and auditoriums. Middle-sized unit of the line is the Amphicon "330," also a color projector and best suited for use in small theatres, schools, and industrial firms. Both Amphicon 600 and 330 can also be used for black and white projection.

The other set in the line is the Amphicon "100," newest black and white projection unit adaptable to any potential user of closed circuit telecasts, regardless of size and facilities available.

## Dr. Pepper Ups Dividend

DALLAS—Wesby R. Parker, chairman and president of the Dr. Pepper Co., the Texas-based soft drink firm, announced an increased fourth quarter dividend, payable Dec. 1 to stockholders of record Nov. 19, from 15 to 17½ cents per share.

This marks the company's 140th consecutive dividend and brings per share payments for the year to 60 cents compared to 43 and ¾ cents per share in 1963. The company's stock was split two-for-one March 25, 1964.

The increase in stockholder dividends is

consistent with the company's gain in net earnings for the year—up 27 per cent in the first nine months over the same period last year. Earnings per share for the nine month period ending Sept. 30 were reported at 98 cents, equivalent to the adjusted 98 cents per share for the 12 months last year.

Parker reported sales for nine months this year 13 per cent ahead of the same period in 1963 and was optimistic that the fourth quarter figures in all areas of operations would be ahead of last year.

## Frederick, Md. Indoor Set

FREDERICK, MD.—The first new theatre to be built here since the late Harry Crandall built the Tivoli in 1927 will be under construction shortly, it has been announced by Dan Weinberg, president of Frederick Theatres, Inc., which also owns and operates the Tivoli and Braddock drive-in theatres here.

Site of the new house is adjacent to a large Holiday Inn motel and restaurant built

by Weinberg last year and part of a 30-acre tract, situated on a cloverleaf of the Frederick Freeway and U. S. highways 15, 40 and Interstate 70, which Weinberg is developing into a commercial center.

The theatre to be known as the Holiday, will have seating capacity of 800 with an adequate paved parking facility and embody every new development in modern theatre design and equipment.



# R.C. Reports Record Earnings; Elects Astronaut To Co. Board

NEW YORK—At a regular meeting of the Royal Crown Cola Co. board of directors held here, W. H. Glenn, president, reported record earnings and sales for the nine-month period ending September 30, 1964, with earnings after tax deductions up nearly 57 per cent over the same period of 1963, and sales ahead 17 per cent.

Glenn said consolidated earnings of the company's domestic and foreign operations for the nine-month period were \$2,605,878, after providing \$2,849,000 for federal and state income taxes, as compared to \$1,663,930 for the same period of 1963 after providing \$2,140,000 for federal and state income taxes.

Per share earnings, after taxes, for the nine-month period of 1964 amounted to 71 cents compared with 47 cents for the same period last year. The per share earnings are based on the three for one split that became effective in August, 1964.

At a special luncheon-meeting following the board meeting, Glenn also reported that the board voted unanimously to elect Lt. Col. John H. Glenn, Jr. a director of the company. He stated that Col. Glenn, who expects to be retiring from the Marine Corps at an early date, has accepted the directorship and expects to take an active role in the company as soon as his retirement becomes effective. Col. Glenn was at his home in Houston when the announcement was made.

The soft drink company president said that Col. Glenn will primarily be interested in furthering the development and expansion of the company's international operation, currently consisting of some 75 franchised plants in approximately 20 countries.

He said that this association would continue to provide Col. Glenn with "whatever time the U. S. government may desire to pursue his association with the National Aeronautics and Space Administration and its space program, and his personal efforts with The Boy Scouts of America and The Freedom Foundation." He stated that Col. Glenn would be a working executive in the company, but would not serve in an advertising, promotion or public relations capacity.

In his statement, President Glenn said the company is continuing to experience a significant increase in sales of Diet-Rite Cola, the nation's largest seller, despite the entry into the field of a number of low-calorie beverages. He stated sales for Diet-Rite Cola are ahead almost 50 per cent for the first nine months of 1964 compared with the same period last year. He said that at the same time the company's main-line product, Royal Crown Cola, is also showing an increase, indicating a definite desire by the consumer for both regular and low-calorie high quality products.

## Shea To U. C. Tech Post

NEW YORK—J. W. (Jack) Shea has been named to the newly-created position of manager of technical services for the Carbon Products Division of Union Carbide Corporation. Shea will be headquartered at the Division's Technical Center now under construction at Parma, Ohio, and will report to M. M. Rand, director of marketing.



SHEA

In his new position, Shea will be responsible for coordinating all technical service activities provided to customers for the division's complete line of carbon, graphite, and high-temperature refractory materials.

Most of the division's technical service operations are now located in New York City, and the

transfer of this activity to the new technical center, giving technical service personnel intimate contact with development and research functions, is expected to result in even more effective customer service.

Shea was graduated from New York University with a B.S. degree in mechanical engineering in 1930, and joined Union Carbide as a salesman in 1937 following marketing service in the petroleum industry. After Air Force service during World War II, he was made an industrial carbon products salesman in 1947, and in 1953 became manager of electrode and carbon refractory products technical service.

Since January, 1962, he has been manager of graphite electrode technical service in the marketing organization. He is a member of AIME, AISE, NEMA, and the Electrochemical Society, and is the author of numerous papers on the electric arc furnace.

## R. C. Coast Plant Bought

LOS ANGELES—A company headed by television personality Garry Moore has bought the Royal Crown Beverage Company of Los Angeles for more than \$5 million.

The purchaser was Red Wing Productions, Inc. which has produced the Garry Moore television and radio programs. Garry Moore is president and sole owner of Red Wing Productions, a privately held company now in a diversification program.

The transaction involved purchase of all outstanding stock of Royal Crown Beverage Company, which was owned by a group headed by Will Higgin, president.

The plant bottles and distributes Royal Crown Cola, Diet Rite Cola, Nehi Flavors, and Par-T-Pak, in Los Angeles and Orange Counties, California. The soft drink plant has annual sales of approximately \$9,000,000 and recently completed a \$1.2 million modernization of its 189,000 square feet facilities, that is reported to have increased production capacity by 130 per cent.

With the change in ownership, William L. Smith, who has been director of national account sales for Royal Crown Cola Co., Columbus, Georgia, becomes the new president and general manager.

Smith has a background of 15 years experience in all phases of the soft drink industry. He succeeds Higgin, who, along with Eugene Taylor, former vice-president and part owner, will continue to serve in a consulting capacity.

Higgin will also be a member of the board of directors in the new ownership.



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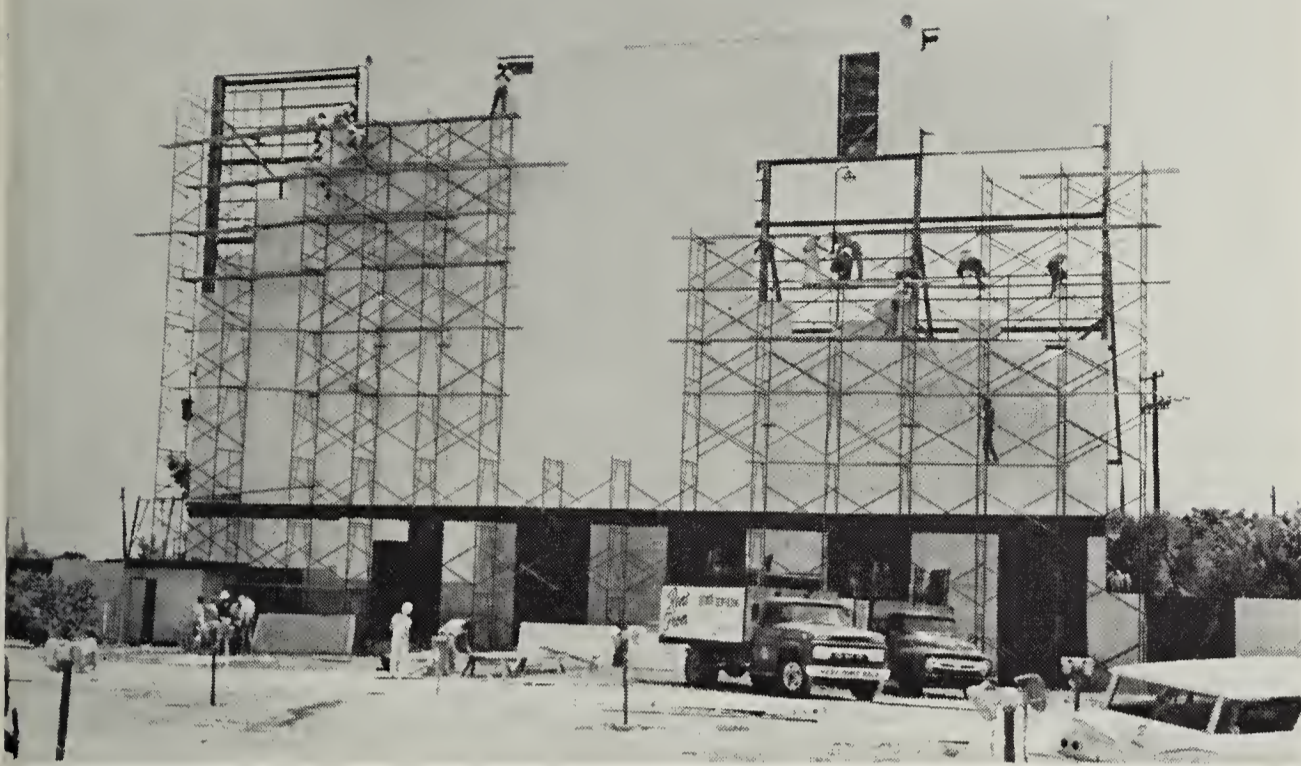
Better yet, also replace your old reflectors now with these modern, long-service reflectors with the harder than glass, flake and peel-proof front coating.

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WHATDAYADO when a hurricane the likes of Cleo comes snorting up the Florida coast and bowls over your screen tower with a big picture booked and ready to run? Rush, Rush, Rush, Rush! The picture? "It's A Mad, Mad, Mad, Mad World"—of course! The mad scene seen above was shot one day before opening at the Beach D-1, Riviera Beach, Fla.

## Broumas Opens Barracks Rd. Theatre; Charlottesville's First In 33 Years

SILVER SPRING, MD.—John G. Broumas, president of the 50-theatre Broumas Circuit, announced the opening of the Barracks Road Theatre, Barracks Road Shopping Center, in Charlottesville, Va.

The Showcase was officially dedicated by Mayor Lindsey Mount.

Mount, in his first official act as Mayor, cut a large red ribbon across the wide screen and thus opened the theatre. Also officiating at the opening ceremony were John Broumas, James Lipsner, Broumas advertising and publicity director; George Shepp, divisional mgr.; and Wayne Spaid, the manager of the new theatre.

Also present were company officials from all five divisions, as well as Milt Lipsner, of

Allied Artists and MGM sales manager, Joe Kronman.

The Barracks Road is equipped to present 70mm and 6 channel stereo sound as well as conventional 35mm releases. It will seat 850 people and is fully sound conditioned. The interior is decorated in reds, blacks and golds. The lobby is designed in such a way as to accommodate several hundred people during inclement weather and is completely custom decorated.

The front of the theatre is designed with a revolutionary new type of marquee, which opens up to facilitate changes. There is parking for several thousand cars on the premises.

The Barracks Road is the first new theatre in Charlottesville in 33 years.

### Cleveland Indoor Set

CLEVELAND—A new, deluxe 1,000 seat theatre is scheduled to open in January, 1965, in Severance Center, here, one of the largest shopping centers of its kind in the country.

Located in the center of the mall, the Severance will be an integral part of the shopping area, which has a million square feet of enclosed all-weather air conditioned shopping area, and provides parking for over 5,000 automobiles.

The Severance will be operated by Is and Bob Rappaport, of Baltimore, Md., and is being designed by Cleveland architects Jack Alan Bialosky and Myron Manders. The theatre will include all the newest innovations and will be capable of showing all film processes.

### Sameric Continues Expansion

PHILADELPHIA—According to an announcement by Samuel Shapiro, president of Sameric Theatres, six new theatres, both indoor and drive-in, will be built in this area within the next year.

A 1,500 car drive-in theatre, to be named the Black Horse Pike D-1, at Mt. Ephriam and Crescent Boulevards, Camden will be the first of six construction projects. To be started this month, the theatre will cost Sameric approximately \$600,000. The Black Horse will be the fifth theatre opened in the Delaware Valley by the chain in the past 18 months.

Other recent construction includes the White Horse Pike D-1, near Route 295 in New Jersey. Shapiro said that the two new D-1's are the only ones in the East capable of exhibiting 70mm product.

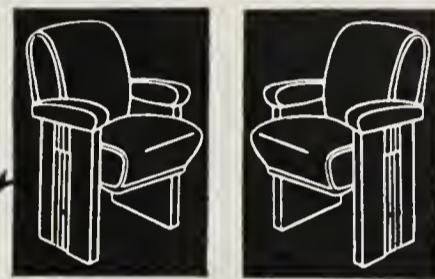
### Mass. Opening Announced

WEST SPRINGFIELD, MASS.—A Thanksgiving week opening target date has been disclosed for Redstone Theatres' dual theatre complex, to be known as Cinema 1 and Cinema 2, on Riverdale St.

One building will house two separate theatres—Cinema 1 with seating capacity of 700, and Cinema 2, accommodating 1,100.

Adjacent parking can handle 850 cars.

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The "knack" of designing theatre seats that please BOTH patrons and exhibitors is a Massey specialty. This goes beyond more seating comfort and eye-appeal, clear thru to service and over-all cost. Between these lines any exhibitor can read our business-minded view of true V-A-L-U-E. Massey takes pride in providing a full measure of all. Why not consult with us?

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*More durable, more comfortable, safer. Fire & math-resistant, won't lump, sag or mat. Maulded to "breathe" and may be cleaned. Ask for samples.*

#### MANUFACTURERS:

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5-7 year leasing plan*

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# Coca-Cola Introduces Tab To Post-Mix Vending Field

CHICAGO—Tab, The Coca-Cola Company's low calorie soft drink, made its official entry into the post-mix vending field here at the National Automatic Merchandising Association convention and exhibit.

Tab was introduced to the public in May of 1963 by Coca-Cola bottlers following a successful test marketing program in Springfield, Mass. during the preceding January. Acceptance of Tab by bottlers and consumers alike accounted for almost complete coverage of the country in less than a year.

Tab was initially tested in post-mix vend-

ing machines in Charleston, South Carolina during May of this year. In June further marketing tests followed in Chicago, Cleveland, Detroit, Kansas City, Milwaukee and the surrounding areas. General reception was excellent and Tab was released to specified wholesalers for Coca-Cola last August.

Today, Tab shows an amazing 99 per cent coverage in the United States. The Coca-Cola Company is supporting the product with a heavy national magazine advertising campaign launched last April. Eight national consumer magazines are carrying a schedule which will yield an estimated billion "reader impressions."

Thomas C. Law, Jr., president of the Fanta Beverage Company, a division of The Coca-Cola Company that markets Tab said recently, "Advertising for Tab concentrates on the advantages it holds as the highest quality, most flavorful beverage in the low-calorie market. In achieving this enviable image of distinction, photography employs the fine value of cut crystal, silver and candlelit table settings coupled with a strong tie-in with The Coca-Cola Company."

## New Wilby-Kincey Indoor

CHARLOTTE, N. C.—The 1,000-seat Park Terrace has been opened here in the Park Road Shopping Center.

One of the most modern motion picture houses in the South, it has luxurious rocking chair seats spaced 40 inches apart so occupants need not stand to permit passage in and out of rows.

The projection booth is equipped with the latest 70mm projectors. The auditorium has a 55-ft. wide screen, and front door parking, is available.

A canopy running between the front lobby and the marquee sign provides all-weather protection for patrons. The house has an airy, glassed-in lobby, over-all gold decor, and garden decorations with shrubs and plants.

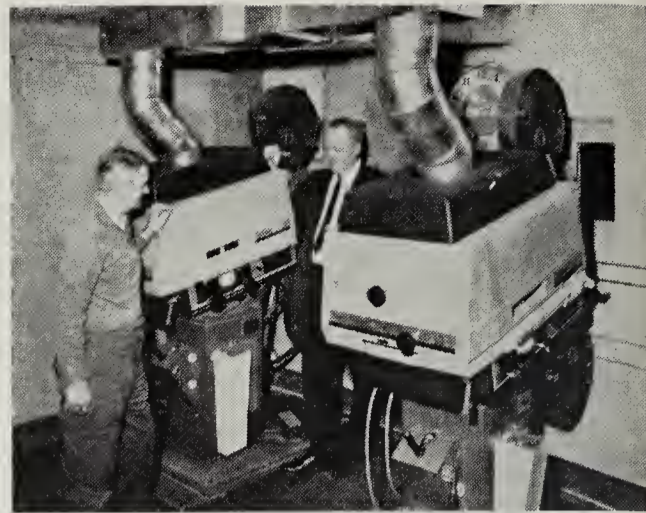
Operated by Wilby-Kincey Theatres, it replaces the uptown Imperial. Wilby-Kincey also operates the Carolina and Dilworth at Charlotte. Kermit High is city manager and Glenn Grove is manager of the new Park Terrace.

## Four New Kodak Movie Films

NEW YORK—Four new types of motion picture films offering cinematographers greater range and ease under various operating conditions were announced by Eastman Kodak Company here recently at the convention of the Society of Motion Picture and Television Engineers (SMPTE).

The films include a new reversal print film, an extremely fine-grain, low-speed type for recording bright daylight scenes and a high-speed, medium grain film for photographers working with available light.

They are: (1) Eastman Reversal Color Print Film, Type 7387, 16mm. (2) Eastman 4X Panchromatic Negative Film, Types 5224/7224, 35mm and 16mm. (3) Eastman Fine Grain Duplicating Positive Film, Types 5366/7366, 35mm and 16mm. (4) Eastman XT Panchromatic Negative Film, Types 5220/-7220, 35mm and 16mm.



One of the first theatres to show the trailer calling attention to their installation of the new Strong Futura projection arc lamps was the Fair Park Drive-In at Birmingham, Alabama. Shown is Carl Wesler, Jr., manager, (R) with projectionist Charles T. Gaston. The trailer employs a split screen technique to show the increase in brilliancy of the projected picture and invites the theatre patrons to visit the projection booth and see the arcs in actual operation.

## U. C.'s Stambaugh To Parma

NEW YORK — Robert P. Stambaugh has been named director of development for the Carbon Products Division of Union Carbide Corporation. In his new position, he will be located at the Division's Technical Center at Parma, Ohio.

Stambaugh was graduated from Purdue University in 1942 with a B.S. degree in chemical engineering, and joined Union Carbide's Plastics Division. He transferred to National Carbon Company, now known as the Carbon Products Division, in 1946, and went to Cleveland in 1950 as a development engineer. Transferred to Niagara Falls, N. Y., he became head of the works laboratory there in 1955, was named assistant plant manager in 1956, assistant development manager in 1957, and since 1959 has been manager of the Niagara Development Laboratory.

Stambaugh is a member of the Electrochemical Society and the American Chemical Society.

## Jet Theatre Grows

LOS ANGELES—Continental Airlines this fall is embarking on a two-pronged expansion of its recently introduced program of inflight entertainment.

According to Robert F. Six, president the company's Golden Marquee Theater, inaugurated on selected Los Angeles-Chicago flights in early September, proved so popular that it has been extended to all ten daily nonstop flights between the two cities in early October.

Six said that Continental's new Intercontinental Golden Jets also have the capability of providing inflight entertainment when operated on domestic schedules or on domestic or overseas commercial flights.

## New Berlo Vend Contracts

HIALEAH, Fla.—The Berlo Vending division of ABC Consolidated Corp., national food service management company, obtained three new concession contracts in the South.

Peter K. Moser, division vice president here, reports that Berlo has been awarded the food and refreshment concession at the Dade County Central Stadium, Miami, Fla., the concession contract at the Palm & Liberty Drive-In Theatre, Miami, and at the Belvedere Theatre, Atlanta, Ga.

# Go to your own theatre

Step up to your box office.  
Plunk down the price of admission. Go inside and take a really good look at your theatre... the way your patrons do. See anything you're not quite proud of? Carpets badly worn and dirty? Upholstery frayed and torn? Projectors moaning and groaning? Depressing, isn't it? Then why not do something about it **now!** Invite your N.T.S. man in for a heart to heart talk. Let him tell you how to make your theatre more inviting to patrons. Of course, if you don't object to a single thing in the whole place, just buy some popcorn and enjoy the feature.



HOME OFFICE: 50 PROSPECT AVENUE, TARRYTOWN, N.Y.



## Ground Breaking Marks New Miami Showcaser

MIAMI, FLA.—Ground breaking marking the start of construction on the Miami area's newest luxury showcase, the 1,000 seat Plantation, was announced here by Leonard Solomon, president, Lenard Ventures, Inc.

A special feature of the new house, according to its owner, will be loge type seating throughout, with extra-thick seat backs and double arm rests for each chair.

Architecture of the new theatre will emphasize curved lines. The screen for the new theatre, to be located off Broward Blvd. in Plantation, Fla., will be 60 ft. wide and 30 ft. high, making it one of the largest in the area.

Solomon said policy will be aimed at family trade, with a prospective draw of 100,000 in a five mile radius. He said the atmosphere will be bright, cheerful, and airy—"typical of Florida."

Lenard Ventures, he said, anticipates additional construction in the Florida area, using the Plantation as a pilot model.

Parking for 400 cars will be provided at the new indoor house, which is located near three large shopping centers. L. Edward Mogel, secretary-treasurer of Lenard, said a January opening was planned, with receipts for a benefit opening night earmarked for the Broward County Chapter of the Muscular Dystrophy Assoc. of America.

## Pepsi Adds Sugarless Drink

NEW YORK—Pepsi-Cola Company has developed a new soft drink—Sugar-Free Teem—a low calorie, lemon-lime drink that utilizes a non-nutritive sweetener, Donald M. Kendall, president, announced here.

The new drink contains only two calories per glassful.

The development of the drink is in recognition of the unprecedented opportunity for growth and profit in the low calorie, non-nutritive sweetened beverages as evidenced by the rocketing growth of Diet Pepsi-Cola, Kendall declared.

From no sales at all a year ago, the total sugar-free lemon-lime market could represent some 50,000,000 cases (there are 24 bottles per case) in 1965, he said.

New Sugar-Free Teem has been taste-tested in the field for the past six months, following an intensified developmental period in the company's Long Island City, New York laboratories, he said.

The new drink will be sold as a home market refresher and as a mixer. It will be sold in a variety of bottle sizes, and cans, depending on local bottler option.

## Dr. Pepper Ups Villarreal

DALLAS—Gilbert Villarreal has been appointed zone manager for the Dr. Pepper Co.'s southwestern division.

Villarreal will handle zone manager duties for the company working with franchised Dr. Pepper bottlers in the West Texas area. His headquarters will be in Lubbock.

He was with the San Antonio plant for 10 years, working as a merchandiser most recently there. Villarreal succeeds James Chapell.

## Kodak Mkt'g. Appointments

ROCHESTER, N. Y.—Edward H. Carman has been appointed manager of marketing agreements at Eastman Kodak Co., it was announced here by Gerald B. Zornow, vice-

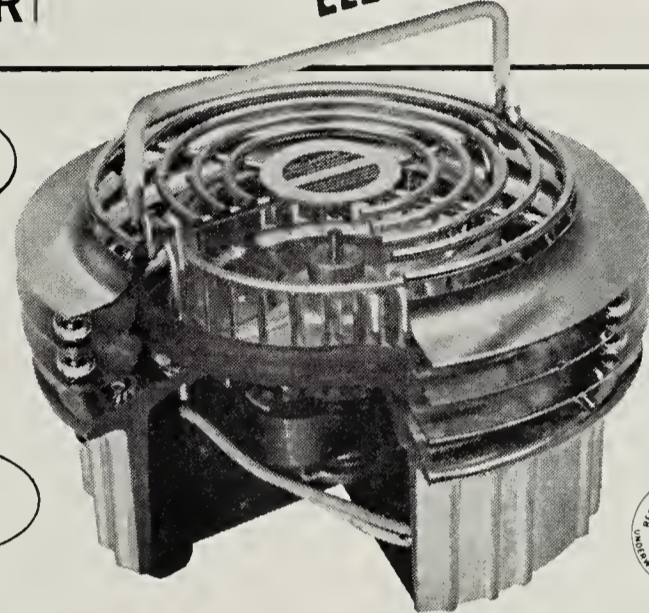
president for marketing.

Carl V. Nitze will succeed Carman as administrative assistant to the director of professional sales, Zornow added.

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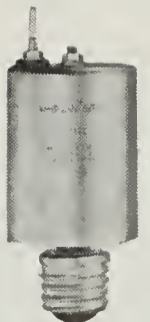
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# NEW PRODUCTS

... that have Theatre interest

## Drink Mixes



New from Pillsbury is a line of five sugar-free drink mixes under the "Funny Face" brand. Flavors include "Loud Mouth Lime, Goofy Grape, Rootin' Tootin' Raspberry, Injun Orange and Chinese Cherry." Funny-Face drinks are low calorie (less than 2 calories per 8 oz. serving) and have gained consumer acceptance at the retail level where they were backed by a strong advertising campaign. The drinks are packed with 12 small pouches to a carton yielding 30 gallons per carton and 24 large pouches to a carton with a yield of 168 gallons per carton. Costs go as low as 13 cents per gallon depending on volume and dispensing method. The drinks are easy to prepare and easier to store. They can be adapted to post mix dispensers or fountains and Pillsbury is running a dispenser tie-in program using three different types of units.

## Lightweight Film Case

A new shipping case for 16mm reel film has been developed by Vac-Form Plastics, Inc., of Rosemont, Ill., that the maker states will outlast conventional fibre types from two to four times.

According to the manufacturer, the new case weighs 35 percent less than traditional cases. In two years of worldwide testing by an independent film distributor, the lighter weight provided substantial postage savings.

Sizes are for single reels, 400' to 2,000', in standard designations 101, 101½, 102, 103, 104 and 105.

## Fox Outdoor Addition

FRESNO, Calif.—Fox West Coast Theatres, a subsidiary of National General Corp., has acquired the Moon-Glo Drive-in Theatre, located at Hughes Ave., and Dakota Ave.

Established in Fresno for many years, Fox West Coast Theatres also operates the Crest, Wilson and Tower Theatres in Fresno.

Richard Erdman, manager of Fox West Coast's Mount Baldy Drive-in Theatre in La Verne, California, is managing the Moon-Glo.

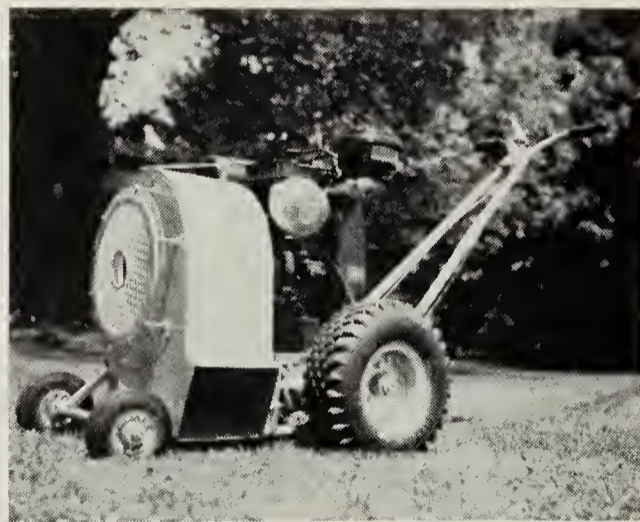


**We will rebuild one Drive-in theatre in-car speaker FREE! Make it good as new—even better; Test us . . . Send Speaker Today!**

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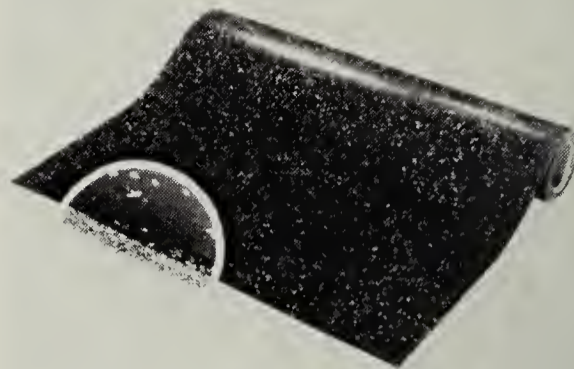
**WESTERN ELECTRONICS COMPANY**  
3311 Houston Ave., Houston, Texas 77009

## Litter Sweeper



The 10 horsepower model of Lo-Blo, an air broom, may be the world's first self propelled controlled air blast utilized for clean-up chores in outdoor areas. It is maneuvered "windrow" fashion, blowing leaves, litter and debris to a central point for gathering . . . saving time, labor, and money. The machine produces a wind velocity of 150 mph, volume of 4,000 cu. ft. per minute, has power drive on both rear wheels, clutch with differential action, powered by Kohler K-241 engine, weighs 215 lb. With other new models introduced this year, it is now available in 8 sizes to meet the user's requirements. For year around use, most models have practical attachments such as a Snow Removal blade, an attachment for strong blow washing of areas by using water from standard garden hose, and a misting device for applying liquid insecticides, fertilizers or weed killers.

## Comfort Mat



The first successful smooth surface comfort matting that cannot be penetrated by spike heels has been announced by American Mat Corp.

Known as Walk-Ezy matting, it has a tough, easily cleaned 1/8-inch smooth, but non-slip surface that affords unequalled resistance to wear, over a 1/4-inch rubber sponge base that provides resiliency. It is available in a wide variety of colors and in 24", 36" and 48" widths and lengths up to 40 feet.

It is particularly adaptable to use in cashiers' areas, back of counters and desks, in standing areas, or in any area to lessen fatigue.

## Meteor III Dispenser



The Meteor III, a space saving, competitively priced three-drink fountain dispenser has been unveiled by Coca-Cola's fountain sales department.

Identical in appearance and construction to the two-drink Meteor, introduced by The Coca-Cola Company last year, the ice-refrigerated Meteor III enables a dealer to serve Coca-Cola and two other drinks, plain or carbonated from a high-impact plastic dispenser cabinet only 18 inches wide. The actual counter space occupied by the three different bases is a mere 10 inches, slightly more than an average single-drink unit.

Meteor III carries the special convenience features of stay-open handles for faster filling, plus a split handle on the left valve which provides plain or carbonated water from the same valve that dispenses a soft drink. Another split handle may be ordered for the center valve where needed, without additional cost.



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- CARBONS, INC., Lorraine Arc Carbons
- COCA-COLA CO., THE, Coca-Cola, Custom Merchandising
- KNEISLEY ELECTRIC CO., THE, Silicon Rectifiers
- MASSEY SEATING CO., Theatre Seat Rehabilitation
- NATIONAL THEATRE SUPPLY CO., Theatre Equipment and Supplies
- NORTH AMERICAN PHILIPS CO., INC., Nor-elco 70/35mm Projectors
- PEPSI-COLA CO., Pepsi-Cola
- STRONG ELECTRIC CORP., THE, "Bi-Powr" Rectifiers, "Tufcold" Reflectors.
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ISSUE OF NOVEMBER 18, 1964

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**MOTION PICTURE EXHIBITOR**

317 N. Broad St., Philadelphia, Pa. 19107.

**New Orleans Twin Underway**

NEW ORLEANS — Woolner Bros., Inc., announced the start of construction of their new \$200,000 drive-in theatre here, a twin theatre to their currently operating Airline Drive-In.

Planned for a 1965 spring opening, the new house will feature the very latest innovations in technical equipment and will accommodate 1700 cars.

**Volume Dispenser**



A new eight gallon-non-carbonated beverage dispenser that provides quick service to high volume operators has just been introduced by Jet Spray Corp., Waltham, Mass., manufacturers of electrically refrigerated, visual display beverage dispensers.

Called the Jet-8, the new unit merchandises fast-selling flavors of syrup drinks, frozen juices, concentrates and other non-carbonated beverages, fresh or frozen, liquid or dry.

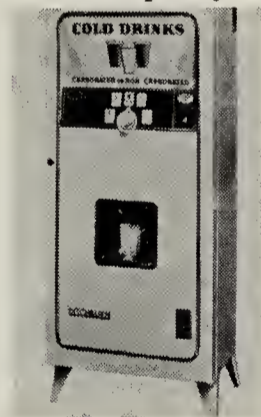
Because of its big capacity, the new drink machine is ideally suited for fast turnover locations where extra capacity during busy rush periods would conveniently provide fast efficient service.

A specially designed, conical-shaped, unbreakable and shatterproof bowl provides a transparent showcase for the cold drink product contained within it, attracting the eye and creating impulse sales. A system of constant aeration in which the liquid is kept in continual motion results in a better tasting product.

**Cup Vendor**

The Ditchburn Minicold cup vendor features simplicity of design, compact size, and trouble-free operation. Use of three syrups permit selection of three carbonated and two non-carbonated ice cold beverages. The cabinet is of extremely heavy gauge zinc-coated steel with sturdy, double wrapped construction—finished in baked enamel. Pre-cooled syrup in stainless tanks assures a "first" cold

drink. A unique "sweet water bath" with controlled ice bank permits maximum delivery of drinks without warming. Fluorescent bulb assures maximum illumination for selection signs. A rugged Kelvinator compressor with thermal overload protector, and heavy-duty water pump insure reliable operation.



**Instant B&W Printer Shown**

NEW YORK—Metro/Kalvar successfully demonstrated its new 16mm motion picture printer-processor at MGM's home office for the benefit of MGM management executives and Kalvar Corp. board officers. The instant black-and-white prints provided by the Metro/Kalvar printer-processor were immediately exhibited via closed-circuit television and were termed to be on an equal par with the standard silver halide prints shown on the same closed-circuit TV hook-up.

Metro/Kalvar was formed in 1961 to develop, market and distribute the economical film process in its application to television and films. Metro/Kalvar film is sensitive only to ultra-violet light and thus the entire duplication process is carried out in normal room light. Printing and processing are accomplished in a single, continuous, completely dry operation due to the unique heat developable feature of Metro/Kalvar film.

The film and equipment will be made available by Metro/Kalvar to the television industry in early 1965 and shortly thereafter to the theatrical and non-theatrical markets.

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IN THEATRE  
EQUIPMENT!  
XR-171  
SCREEN**

Years of research, testing and development have brought Technikote Screens to a state of perfection which will meet the most exacting projection requirements.

Technikote Screens are seamless in construction, have perfect uniformity of surface and will give the finest results for all systems of projection . . . and are unconditionally guaranteed.

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**XETRON LAMPHOUSES • XETRON POWER SUPPLIES**  
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**CARBONS, INC. BOONTON, N. J.**



## U. C. Divisions Set Up

NEW YORK, N. Y.—The establishment of two regional divisions in the arc carbon marketing group of Union Carbide Corporation's Carbon Products Division has been announced by J. W. Cosby, arc carbon marketing manager. Cosby added that the change was necessitated in order to continue to provide the best possible customer service in the face of increasing business activity.

The eastern division, to be headquartered in New York City, will be headed by P. H. Freeman as manager. Western division manager will be W. T. Brenner, who will be located in Chicago.

Freeman joined Union Carbide in 1950 following graduation from Niagara University. After military service from 1951 to 1953, he returned to the arc carbon sales department and served in both Charlotte, N. C., and New York. Since January, 1962, he has been arc carbon sales manager.

Brenner was graduated from Seton Hall University in 1950 with a bachelor of science degree. Following service in the Air Force, he worked with two motion picture companies and joined Union Carbide in 1959 as an arc carbon sales engineer with assignments in Charlotte, N. C., and most recently in Dallas, Texas.

## Handicap Award To EPRAD

TOLEDO, OHIO—EPRAD, Inc. was honored during "National Employ The Handicapped Week" by receiving a citation for meritorious service from The President's Committee on Employment of the Handicapped.

The award reads: "Citation for meritorious service conferred upon The EPRAD Company in appreciation for exceptional contributions in furthering the employment of the handicapped."

Accepting the award for EPRAD, Inc., at a luncheon attended by over 150 prominent state and local businessmen and officials, were Elmer O. Wilschke, vice-president and general manager, and Emil H. Voight, plant manager.

## New Bastian-Blessing Plant

CHICAGO—A modern, highly efficient factory in Paris, Illinois, has been opened by Bastian-Blessing, of Chicago, to consolidate manufacturing of their Meterflo Division beverage dispensers, Electro Freeze Division soft serve machines and Excelall Products Division carbonators and soda fountain parts. The new plant is located 200 miles south of Chicago.



Seen in the Bristol Electronics' booth at the recent Allied-TESSMA convention in Detroit are (L to R) H. J. Ringold, president, Ringold Theatre Equipment Co., Grand Rapids, Mich.; F. M. Meyers, of Bristol Electronics; and Jack Armstrong, president of National Allied.

# MAY WE BE OF HELP?

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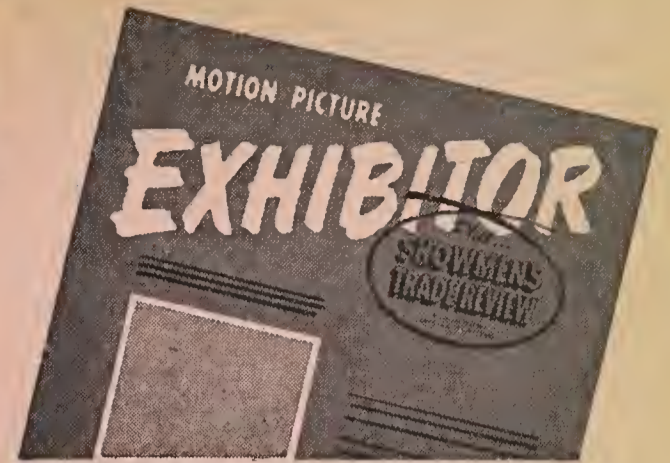
# REVIEWS

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SECTION TWO

Vol. 72 No. 18

NOV. 18, 1964

## AMERICAN-INT

### Pajama Party

COMEDY WITH MUSIC  
(A14) 83M.  
American International  
Panavision  
Pathecolor

ESTIMATE: Good for teens and family crowd.

CAST: Tommy Kirk, Annette Funicello, Elsa Lanchester, Harvey Lembeck, Jesse White, Jody McCrea, Ben Lessy, Donna Loren, Susan Hart, Bobbi Shaw, Cheryl Sweeten, Luree Holmes, Candy Johnson, The Nooney Rickett 4, Buster Keaton, Dorothy Lamour. Produced by James H. Nicholson and Samuel Z. Arkoff; directed by Don Weis; co-producer, Anthony Carras.

STORY: Tommy Kirk, a Martian, is sent as an advance scout to Earth to prepare for an invasion. He lands near a swimming pool owned by wealthy Elsa Lanchester. She introduces him to her nephew, Jody McCrea; his girl, Annette Funicello; and others in the group, who make the beach their home away from home, dancing and romancing and generally having a ball. Meanwhile, next door, confidence man Jesse White has rented the house to spy on Lanchester, who is reputed to have a fortune hidden away in her house. He and henchmen Ben Lessy, Indian chief Buster Keaton, and Bobbi Shaw try to figure out ways and means to separate her from the money. Meanwhile, Harvey Lembeck and his pack of motorcycle riders try to move in on the kids and are repulsed, but he doesn't give up. Kirk likes earth and falls for Funicello, while Shaw makes a play for McCrea. There's love there too. The climax arrives at a pajama party where the crooks try to find the hidden money. There is a brawl at poolside as Lembeck and the McCrea forces mix it up. Kirk spots the crooks and arranges for them to be sent to Mars via his electronic equipment. He decides to remain on earth with Funicello.

X-RAY: Pretty girls by the dozen, virile young men a-plenty, bouncy tunes in twist tempo and a few ballads, color, a speedy pace, adequate performances, and efficient direction and production fashion this entry into one that teeners and family audiences may well want to see. It should make up well as part of the show. Louis M. Heyward wrote the screenplay. Among the tunes heard are "It's That Kind of Day," "There Has To Be A Reason," "Where Did I Go Wrong?," "Pajama Party," "Beach Ball," "Among The Young," "Stuffed Animal." AIP hit on a successful formula and is staying with it.

AD LINES: "The Party That's The Wildest And Funniest of Them All"; "Boys And Girls Have A Ball At The Party To End All Parties."

## BUENA VISTA

### Those Callows

DRAMA  
131M.  
Buena Vista  
(Technicolor)

ESTIMATE: Interesting outdoor drama could use a bit of editing.

CAST: Brian Keith, Vera Miles, Brandon de Wilde, Walter Brennan, Ed Wynn, Linda Evans, Philip Abbott, John Larkin, Parley Baer, Frank de Kova, Roy Roberts, John Qualen. Co-producer, Winston Hibler; directed by Norman Tokar; a Walt Disney Presentation.

STORY: In a small New England town, Brian Keith someday hopes to establish a sanctuary where the wild geese can stop for a safe rest during their migration flights. Living in the woods with wife Vera Miles and 19-year-old son Brandon de Wilde, the family is thought to be odd by some of the townsfolk. De Wilde gets into a fight with a town tough over the geese and is beaten. After sympathy from pretty Linda Evans, de Wilde decides to send away for a book on fighting, and then he practices whenever he can. Keith finds a lake that would serve his purposes, and he and de Wilde are off on a fur hunting trip in a valley dreaded by the local Indian tribe. Keith breaks his leg. De Wilde carries on alone and does well, even gathering enough ermine pelts for a surprise gift of a jacket for Miles at Christmas. De Wilde realizes Evans has grown up, and they start paying more attention to each other. The furs don't bring very much because the market has dropped, and they are unable to meet their mortgage payment. Keith has used the available money to put a down payment on his lake. They are forced to move to the lake. Meanwhile, Philip Abbott, traveling salesman, is scheming to make the town a resort area in which the geese play an important role for drawing hunters. Posing as a conservationist, he gives Keith some money to help him with his project of getting the geese to stop. Progress on the cabin is slow until their friends show up for a house-raising. In town, de Wilde gets into a fight with the bully again but beats him this time. He also learns of Abbott's plan which Keith tries to stop. Keith is accidentally shot. The doctor doesn't know whether or not he'll live. Meanwhile, the townspeople, egged on by Walter Brennan, decide to forego the modernizing and commercialism. Instead, they petition the government to buy the marshland for a wild geese sanctuary. At daybreak, the crisis is over, and Keith will live. The future looks bright for all concerned.

X-RAY: Here is a simple story of a New England woodsman a little after the turn of the century, who thought that people and animals were more important than money. He and his family become involved in a number of adventures, some of which backfire. While interest is well enough maintained, the release would have benefitted from some incisive editing. There actually isn't enough story material to warrant the present length.

The cast performs well, and direction and production are capable, with the color valuable. It's a neat entry for the younger set as well as for the family. The screenplay is by Louis Pelletier based on the book "Swiftwater" by Paul Annixter.

AD LINES: "Once You've Seen Them You'll Never Forget Them"; "The Family That Turned A Town Upside Down And Everybody Loved It."

## COLUMBIA

### Code 7, Victim 5

MELODRAMA  
88M.  
Columbia  
(Filmed abroad)  
(Techniscope) (Technicolor)

ESTIMATE: Good program entry.

CAST: Lex Barker, Ronald Fraser, Walter Rilla, Dietmar Schoenherr, Gert Van Den Bergh, Howard Davies, Percy Sieff, Gustal Gundelach, Ann Smyrner, Veronique Vendell. Produced by Harry Alan Towers; directed by Robert Lynn.

STORY: Lex Barker, American private detective, is summoned to Cape Town to do a job for millionaire Walter Rilla, whose life is in danger. He is met by attractive secretary Ann Smyrner, and an attempt is made on their lives. The police are also on their trail, and Barker becomes friendly with inspector Ronald Fraser, who has a sharp mind and an eye for an attractive girl. The members of Rilla's household include adopted daughter Veronique Vendell; his personal doctor, Dietmar Schoenherr; and aide Percy Sieff. His butler has already been killed, which is why Barker was summoned in the first place. It turns out that Rilla and others were prisoners of war who were together in a photograph. One by one those in the photo are murdered until only Rilla remains. He is also killed, with the murderer turning out to be Schoenherr, who is the son of one of Rilla's war-time victims. Barker and Smyrner head for home aboard a ship. The captain is expected to marry them.

X-RAY: This is another of those hard hitting private eye stories that have become the vogue of late, with pretty girls by the dozen all over the place, some action and suspense, and some good views of Cape Town and South Africa. The plot holds interest fairly well, and the acting, direction, and production values are efficient and suitable. The use of color is an added asset. The screenplay is by Peter Yeldham.

AD LINES: "An Exciting Tale Of Murder In South Africa"; "Thrills Galore As A Private Eye Takes On A Rough Case In South Africa."

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## EMBASSY

### Santa Claus Conquers The Martians

Embassy  
(Eastman Color) FANTASY  
80M.

ESTIMATE: Cute seasonal entry for the kiddies.

CAST: John Call, Leonard Hicks, Vincent Beck, Victor Stiles, Donna Conforti, Bill McCutcheon, Christopher Month, Pia Zadora, Leila Martin, James Cahill, Charles G. Renn, Carl Don. Produced by Paul Jacobson; directed by Nicholas Webster.

STORY: On Mars, the children of Martian leader Leonard Hicks find pleasure in watching television programs emanating from earth. One of these shows Santa Claus and his helpers preparing for Christmas. Children everywhere have become listless, and Hicks calls a meeting with an 800-year-old elder for advice on how to revive their interest in life. The elder advises that what they need is a Santa Claus on Mars, and Hicks leads an expedition to earth to kidnap Santa. They are confused by the many helpers he has on the street corners and seek assistance from children Victor Stiles and his sister, Donna Conforti. The latter direct the Martians to the North Pole, and they take the pair along to prevent them from sounding the alarm. They kidnap Santa (John Call) and take along the children to their planet. They are greeted by Hicks' children, and Santa is given an automated workshop to turn out toys. All of this has had the disapproval of council member Vincent Beck, who tries to overthrow Hicks with little success. He plans revenge. He and his associates sabotage the toy machines and kidnap clown Bill McCutcheon, who is wearing Call's extra suit. They think they have the real Santa Claus. Beck gets his due desserts, and since McCutcheon does such a good job as a substitute for Santa, Hicks decides to send the children and Call home in time for Christmas. The Martians have their own Yuletide spirit.

X-RAY: Youngsters in particular will find this mixture of science fiction and fantasy entertaining and especially suitable as a holiday attraction. It has a hero, a villain, and the fun to keep them occupied and interested. John Call is particularly good as Santa Claus, and the others provide adequate back-up. The direction is competent, and the production values and special effects are good. The screenplay is by Glenville Mareth, based on a story idea by Paul Jacobson. The use of color is an added asset.

AD LINES: "Santa Goes Interplanetary . . . A Holiday Funfest For Young And Old"; "Santa Conquers Mars And The Galaxy Will Never Be The Same."

## PARAMOUNT

### Roustabout

COMEDY MUSICAL  
101M.  
(6405)  
Paramount  
(Technicolor) (Techniscope)

ESTIMATE: Okay Presley musical for his fans.

CAST: Elvis Presley, Barbara Stanwyck, Joan Freeman, Leif Erickson, Sue Ann Langdon, Pat Buttram, Joan Staley. Produced by Hal Wallis; directed by John Rich.

STORY: Elvis Presley gets into a fight with some teen-age toughs at the small night spot where he is singing, leaves, and after hitting the road on his motorcycle, joins a small carnival run by Barbara Stanwyck as a roustabout. He meets Joan Freeman, daughter of co-owner Leif Erickson, who warns him to lay off. With business bad for the carnival, Presley begins to sing at a honky tonk girlie

show on the midway. This attracts many young people, but he gets into another fight with a customer. To avoid further trouble with Erickson, he heads for a rival carnival which previously made him an offer. With Presley gone, Stanwyck's carnival takes a nose dive and creditors begin knocking at the door. Freeman goes to find Presley. He returns and saves the carnival.

X-RAY: With a very slight story credited to Allan Weiss, this proves to be an okay Presley vehicle with the presence of Barbara Stanwyck for added name strength. Production and direction are first rate, with the Technicolor a big help. The carnival atmosphere is satisfactorily reproduced, except they went a trifle Ziegfeld in one number that certainly is more elaborate than ever seen in any carny show. Presley sings some 11 songs, as well as doing some stunt motorcycle riding, and this should be enough in most spots, especially where his popularity is still big.

AD LINES: "Roving, Restless And Reckless — Elvis Woos And Wows 'Em With A Whole Sideshow of Songs"; "It's A Brawling, Sprawling World — The Crazy World Of The 'Carnies'."

## 20th-FOX

### Apache Rifles

MELODRAMA  
92M.

20th Century Fox  
(Color by DeLuxe)  
(425)

ESTIMATE: Okay program entry.

CAST: Audie Murphy, Michael Dante, Linda Lawson, L. Q. Jones, Ken Lynch, Joseph A. Vitale, Robert Brubaker, Eugene Iglesias, J. Pat O'Malley, John Archer. Produced by Grant Whytock. Directed by William A. Whitney.

STORY: In the Arizona Territory in 1879, the Apaches, led by Joseph Vitale resent broken promises and the invasion of their reservation by miners seeking gold and they break out wreaking havoc over the countryside. Captain Audie Murphy is placed in command of a cavalry troop and instructed to hunt down the Apaches and make peace. He manages to capture Michael Dante, the chief's son and he arranges a truce and for the Indians to return to the reservation promising to keep the greedy miners off the reservation and to see that conditions are bettered under a new Indian agent. He notices Linda Lawson in the Indian encampment and thinking she is a prisoner, he offers assistance. It turns out that she is half-breed missionary who teaches school and she has no desire to leave. They become friendly in the days that follow but the miners put pressure on in Washington to allow them to prospect and they cause trouble hoping to see Murphy discredited. Finally, Colonel John Archer is sent out to take over with Murphy assigned to work under him. The miners aggravate the strained relations by killing the Indian Agent and placing the blame on the Apaches which arouses the settlers and others to go after the Indians. Murphy gets the guilty to confess as the Apaches arise again and he manages to stave off further bloodshed. He and Lawson decide to seek a better future together when things quiet down.

X-RAY: There's a goodly amount of action and intrigue to be found here and the use of color heightens the action sequences and aids generally. The acting, direction and production are average and the entry shapes up as an okay one for the program. Charles B. Smith wrote the screenplay based on a story by Kenneth Gamet and Richard Schayer.

AD LINES: "He Dared Stand Alone Against The Deadly 'Apache Rifles'"; "Caught In The Crossfire of Passions And Greed."

### John Goldfarb, Please Come Home

COMEDY  
96M.

20th-Fox  
(Cinema-Scope)  
(Color by DeLuxe)  
(429)

ESTIMATE: Wacky comedy could prove effective crowd pleaser.

CAST: Shirley MacLaine, Peter Ustinov, Richard Crenna, Jim Backus, Scott Brady, Fred Clark, Wilfrid Hyde-White, Harry Morgan, Patrick Adiarte, Richard Deacon, Jerome Cowan. Produced by Steve Parker; directed by J. Lee Thompson.

STORY: Richard Crenna, Jewish U-2 pilot, has been plagued by a series of events which have always seen him doing everything the wrong way. He was dubbed "wrongway" by magazine photographer-writer Shirley MacLaine, who is herself dubbed "iceberg." She gets an assignment to be smuggled into the harem of Arabian king Peter Ustinov to do a story. Meanwhile, Crenna's plane comes down in the Ustinov kingdom, and he is brought before the monarch, who is unsure of what to do with him. Meanwhile, Ustinov's son comes home from Notre Dame, having been rejected by the football team. When Ustinov learns that Crenna was once a football player, he blackmails him into organizing a team with his son, with which he hopes to play against Notre Dame. If Crenna refuses, Ustinov threatens to turn him and the plane over to the Russians. He also forces the U. S. State Department to put pressure on Notre Dame to send over their team, coached by Scott Brady, for the game. Meanwhile, Crenna and MacLaine get together, she using their alleged romance to fend off Ustinov, who has designs on her. The game is played according to local rules, and the Crenna coached team wins. This makes everybody but Notre Dame happy, and the U. S. and Crenna are spared embarrassment.

X-RAY: There's a very meagre framework on which the fun found herein is based, and most of the film is an accumulation of wacky bits and pieces that are expertly strung together for the most part to form a humorous release that should please most audiences seeking escapist, lightweight film fare. The pace slows a bit in the middle but picks up as a fast and furious football sequence that is the climax takes over. The cast is good, with Peter Ustinov as a lecherous, unpredictable Arabian monarch stealing much of the footage. Direction and production are capable. A sneak preview audience seemed to enjoy the on-screen proceedings fairly well. William Peter Blatty wrote the screenplay, and there is a song based on the title sung by Jaye P. Morgan. The use of color is an added asset.

TIP ON BIDDING: Higher bracket in many situations.

AD LINES: "The Funniest, Wackiest Comedy In Many A Year"; "Fun For All And Hilarity Guaranteed."

### Moro Witch Doctor

MELODRAMA  
61M.

20th-Fox  
(Filmed in the Philippines)

ESTIMATE: Fair programmer.

CAST: Jock Mahoney, Margia Dean, Poncho Magalona, Paraluman, Mike Parsons, Vic Diaz. Executive producer, Kane Lynn; produced and directed by Eddie Romero.

STORY: Jock Mahoney is sent to Manila to investigate the murder of two American plantation owners in the back country. There may be a tie-in with the smuggling of guns and opium. One of the deaths brings the victim's sister, Margia Dean, and she tries to help Mahoney find the answer to the murders. They find that the dead brother's plantation was a front for smugglers, and when a fanatic



tribal leader tries to buy it from Dean and is turned down, threats are made. There is terror and murder in the days that follow. Dean receives a call from a man purporting to be her brother instructing her to bring him a suitcase from a bank deposit box. She is trailed by Mahoney, who temporarily loses her. She is attacked by her brother's partner, and the box is stolen. Mahoney catches up with him, kills him in the gun duel that follows, recovers the money, and breaks open the smuggling racket. This clears the brother.

**X-RAY:** There's blood, violence, and a minor story of crooks, smuggling, and wild tribes in the Philippines to be found in this entry. It could serve as filler on the program where a short feature is indicated and where the more squeamish viewers aren't going to mind the sight of blood being shed. Eddie Romero wrote the screenplay. The acting, direction, and production are average.

**AD LINES:** "Contraband Crime Ring Turns Illicit Tribal Rites Into Deadly Profit"; "A Killer Cuts A Gash Of Fear Across The Countryside."

## UNITED ARTISTS

### Goldfinger

MELODRAMA  
108M.

United Artists  
(Saltzman-Broccoli)  
(Filmed in Britain)  
(Technicolor)

**ESTIMATE:** Another boxoffice bonanza with agent 007.

**CAST:** Sean Connery, Gert Frobe, Honor Blackman, Shirley Eaton, Tania Mallet, Harold Sakata, Bernard Lee, Martin Benson, Cec Linder, Austin Willis, Lois Maxwell, Bill Nagy. Produced by Harry Saltzman and Albert R. Broccoli; directed by Guy Hamilton.

**STORY:** Wealthy Gert Frobe is interested in acquiring more and more gold, and he doesn't care who has to be disposed of in order for him to do so. The British Secret Service is called into the case because England's gold reserves are being depleted and Frobe is suspected. Agent 007, Sean Connery, is assigned to investigate. He picks Frobe up at a Florida hotel, where he goes in for cheating at cards with the aid of secretary Shirley Eaton and a hearing aid receiving set. Connery interferes, and Eaton is more than happy to be romanced by him. This costs her her life when Frobe finds out. He has her painted with a heavy gold paint which results in her death. Their next encounter is on a golf course where Connery uses some trickery to beat Frobe out of some money. On his trail in Switzerland, Connery learns how Frobe smuggles his gold in and out of countries through a giant smelting plant which also indulges in other activities. He is captured, and they learn his identity but not how much he knows. This saves his life, with Frobe's desire to boast another life prolonging factor. He learns that Frobe plans to rob Fort Knox and persuades Frobe's associate Honor Blackman that she should help by notifying the proper authorities. They arrive in time to help Connery avert a catastrophe involving a nuclear bomb. Frobe gets away and confronts Connery later as he and Blackman are flying in a plane to meet the president. Frobe is killed and the plane crashes. Connery rescues Blackman, and they don't care if they're ever rescued.

**X-RAY:** This is the third Ian Fleming thriller to hit the screen, and it does so with much the same impact as its predecessors. There's gold in the title, in the film, and there'll be plenty of gold coming in at the boxoffice when this opens. It moves at a breathtaking pace, boasts a host of gadgets, and pushes romance and adventure. The performances are fine, and direction and pro-

duction are very good. A preview audience had a ball as scene chased scene across the large screen in wondrous color. Richard Maibaum and Paul Dehn wrote the screenplay, based on the novel by Fleming. The song over the titles of the same name is sung by Shirley Bassey.

**TIPS ON BIDDING:** Higher bracket.

**AD LINES:** "The Roughest, Toughest of the 007 Series"; "A Thrill A Minute And A New James Bond Girl In Every Scene."

## UNIVERSAL

### Father Goose

COMEDY  
115M.

Universal  
(Technicolor)

**ESTIMATE:** Top names bolster mild comedy.

**CAST:** Cary Grant, Leslie Caron, Trevor Howard, Stephanie Berrington, Jennifer Berrington, Verina Greenlaw, Laurelle Felsette, Nicole Felsette, Pip Sparke, Sharyl Locke. Produced by Robert Arthur; directed by Ralph Nelson; screenplay by Peter Stone and Frank Tarloff.

**STORY:** Unshaven and unkempt American Cary Grant sails his launch in the South Pacific. He has turned his back on civilization and even ignores the war which rages around him. Australian Commander Trevor Howard desperately needs a civilian to serve as a watcher on a deserted island. He forces Grant to volunteer, escorts him to the island, and rams his launch so that he will have to stay. Grant is left with his dinghy and a one room shack. Howard hides Grant's liquor and tells him where it is one bottle at a time every time he reports an enemy movement. Grant sails to another island 40 miles away to rescue another watcher from a Japanese attack. He finds that the watcher has been killed. On the island are Leslie Caron, daughter of a French consul, and seven young girls. They all pile into Grant's eight-foot dinghy and head back to his island. The girls take over the cabin, and Caron tries to get him to mend his ways. He refuses to change his slovenly habits or to give up drinking and swearing, and they are at war. There is a surprise Japanese landing, and Grant saves one of the children, earning Caron's respect. Caron mistakenly believes she has been bitten by a poisonous snake. Grant, thinking she is about to die, plies her with liquor and tells her that he formerly was a professor of history who became disenchanted with civilization. They discover that they are in love. After they realize Caron will not die of her scratch, they are married via radio. The Japanese return and Howard sends a sub to rescue them. Grant repairs his launch and decoys an enemy patrol boat away from the sub. His launch is blown up, but the Japanese boat is destroyed. He, Caron, and the girls are saved.

**X-RAY:** Cary Grant and Leslie Caron are the kind of boxoffice names that will excite moviegoers. This film mixes elements of comedy and wartime adventure, with a liberal dash of cute juvenile performances. It plays fairly well, but does not deliver quite the entertainment potential it promises. Grant portrays a real slob through most of the film. He carries the unfamiliar portrayal off quite well, but his romantic image suffers in the process. Caron also is not a particularly likeable person until she gets drunk late in the film. As a result, we want to enjoy their antics but it isn't always easy. The youngsters are cute, but they do not emerge as personalities. As a result, the comedy lags in spots. However, Grant is the kind of a performer who can rise above script deficiencies, and he brings more than a few delightful moments to the film. The names should carry the film a long way although we can't help wishing they were given more to work with. Color is an asset, and island settings quite scenic. A

song, "Pass Me By," is heard over the main titles.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "It Was War To The End On This South Pacific Island. . . Between An Unshaven Loafer And The Proper Den Mother To A Gang Of Homeless Youngsters"; "Cary Grant And Leslie Caron Wage A Romantic Battle That Made World War II Seem Tame."

## MISCELLANEOUS

### Nightmare In The Sun

MELODRAMA  
81M.

Zodiac  
(Color by Deluxe)

**ESTIMATE:** Suspenseful story of a manhunt for the program.

**CAST:** Ursula Andress, John Derek, Aldo Ray, Arthur O'Connell, with guests stars Sammy Davis, Jr., Allyn Joslyn, Keenan Wynn, Chick Chandler, Richard Jaeckel, Robert Duvall. Produced by Marc Lawrence and John Derek; directed by Marc Lawrence.

**STORY:** Ursula Andress, wife of wealthy rancher Arthur O'Connell, is shackled up with sheriff Aldo Ray while her husband scours the countryside for her. O'Connell is drunk before he tracks her down, and she flees when he confronts her with evidence of her deceit. On the highway, she picks up hitchhiker John Derek and offers to drive him into Los Angeles. They stop at O'Connell's ranch to get clothing and freshen up, and Andress gets him into the pool. Derek makes to leave, but Andress begs to be taken along. O'Connell comes back to the ranch just in time to spot Derek leaving. In a fit of jealousy, he shoots down his wife. Ray is called out to the ranch by a couple of merchants who discover the killing. He covers for O'Connell and tries to frame Derek as the drifter who came across lovely Ursula, etc. Derek is found on the road by Ray, but escapes from the sheriff and is made the object of a widespread manhunt. By the time Derek is captured, O'Connell breaks down and threatens to confess. Ray, seeking to divert the penitent murderer, brings two prostitutes to the ranch. O'Connell, enraged by this affront to his conscience, hits the sheriff over the head with a rifle butt and kills him too. Derek, who has had a taste of justice gone away, is set free, the worse for his experience.

**X-RAY:** As drama, the film is a sham that puts law, mores, and morality into an ugly light with little or no artistic justification. Color, some fair acting, and a well sustained pace save the effort as entertainment for the less discriminating adult. Andress, as the restless young wife, is alluring and, as usual, an eyeful. Derek's performance of the hunted drifter is also competent. Ray, as the greedy, unscrupled sheriff is adequately evil, and fair support is extended the principals. The film, however, has no real purpose, as depth in character is almost totally lacking.

**AD LINES:** "She Turned Men's Lives Into A Nightmare Of Murder"; "Old Enough To Know—Too Beautiful To Care."

### The T-A-M-I Show

MUSICAL NOVELTY  
113½M.

Electronovision

**ESTIMATE:** Good musical novelty for teens.

**CAST:** The Beech Boys, The Barbarians, Chuck Berry, James Brown and The Flames, Marvin Gaye, Gerry and The Pacemakers, Lesley Gore, Jan & Dean, Billy J. Kramer and the Dakotas, Smokey Robinson and the Miracles, The Supremes, and The Rolling Stones. Executive producer, William Sargent, Jr.; producer, Lee Savin; director, Steve Binder.

**CONTENT:** All of the above appear on stage at Santa Monica Civic Auditorium playing, sing-

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## ALPHABETICAL GUIDE TO 79 Feature Reviews

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## THE T-A-M-I SHOW

(Continued from page 5231)

ing, stomping, dancing, and screaming before a packed audience consisting in the main of demonstrative teenagers, who were quite familiar with the presentations of each group, judging from the screams of recognition.

**X-RAY:** This second Electronovision presentation can give adults a masive headache, whereas teens are immune to the noisy musical presentations and seemed to love every minute of the stage show. The cameras stay with the acts throughout, coming in for close-ups, taking far-shots of both audience and performers, and even showing off with arty angles and concentrating on background dancers keeping time with the tunes now and again. There is continual screaming from the audience, which often drowns out some of the lyrics of the performers, but that has become accepted practice when teen-age audiences are involved with the music of today. Technically, the process shows great improvement over the initial presentation of "Hamlet," with better lighting, sharper pictures, and smart drection and production. There are a few camera quivers evident now and again, but they don't detract from the overall presentation. The film is expected to be presented in a limited number of theatres during the Christmas-New Year period, and then it will be withdrawn from circulation according to Electronovision officials. To sum

up, it's a good show for teenagers and can give an impressive account for itself because of the popularity of the performers and the special selling involved.

**AD LINES:** "More Stars In The Teen-Age Musical Field Than Have Ever Appeared Together Before"; "The Greatest Teenage Musical Show Ever Presented."

## FOREIGN

## Nutty, Naughty Chateau

COMEDY  
102M.

Lopert  
(French-made)  
(English titles)  
(Technicolor)

**ESTIMATE:** Weird import shoots for laughs.

**CAST:** Monica Vitti, Curt Jurgens, Jean-Claude Brialy, Suzanne Flon, Jean-Louis Trintignant, Francoise Hardy, Sylvie, Daniel Emilfork, Michel Le Royer. Directed by Roger Vadim; executive producer, Robert Dorfmann.

**STORY:** A strange group of people occupies an old Swedish chateau on an island. They are head of the house Curt Jurgens; his second wife, Monica Vitti; her brother, Jean-Claude Brialy, to whom she is seemingly abnormally attached; Jurgens' sister, eccentric Suzanne Flon; faithful old family retainer

Daniel Emilfork, etc. Jurgens' young cousin, Jean-Louis Trintignant, who has been involved in a scandal, comes for a visit until things quiet down. He soon discovers another inhabitant in one of the secluded rooms, Francoise Hardy, Jurgens' first wife, who was supposedly dead and buried. Trintignant falls in love with Vitti and has an affair with her despite Jurgens' jealousy. He also discovers the body of a friend of his in the marshes who had visited the chateau a year earlier. Hardy suspects that Jurgens killed him and made it look like an accident, which makes Trintignant fearful of his life. A series of attempts fail, and he flees in the night as the water freezes over. He is rescued, and not too much later, a handsome young man appears to do a story on the family for a prominent magazine.

**X-RAY:** The title may well be used to describe the story as well as the locale where it takes place. The people involved aren't all there either in their on-screen actions, which may be a tribute to the cast members and their talent. Art house viewers may find this a pleasant, unusual, and off-beat entry that's enhanced by the use of Technicolor. Claude Choublier and Roger Vadim wrote the screenplay, based on a play by Francoise Sagan.

**AD LINES:** "The Film That's Truly Unusual And Off-Beat"; "A Hilarious Thriller From France In Technicolor."





# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

NOVEMBER 18, 1964 SECTION THREE  
Vol. 72 No. 18

## UA Music Hums With Action; Big Demand For Film Scores

The United Artists Music Company is experiencing its greatest activity in some months in the field of film music, primarily with the scores of "Goldfinger" and "Topkapi," it was announced by Murray Deutch, Vice President of the United Artists Music Publishing Company.

Deutch reports that the recording activity surrounding these two films has been unprecedented in the recent history of the company.

In addition to the United Artists Records original soundtrack album on "Goldfinger" by composer-conductor John Barry, the company has a single instrumental version of the title tune by Barry and a single vocal recording by popular Shirley Bassey who sings the song over the film's titles and is also heard on the soundtrack album. In England, where the film has opened to tremendous reviews and business, Miss Bassey's single version of the song has already climbed to the top of that nation's hit parade charts.

Also on the United Artists label is an instrumental version of "Goldfinger" by Perez Prado.

Mercury Records is issuing a single by Theresa Brewer and the song is also included in a new album by the songstress.

Santo and Johnny, the new hit pop team, have recorded "Goldfinger" on both an instrumental single and an album for Canadian-American Records.

RCA Victor Records will have an instrumental single and album as performed by Marty Gold and his orchestra while Warner Bros. Records will issue instrumental single and album versions by The Londonderry Strings.

Other instrumental albums and singles of "Goldfinger" will be coming from Billy Strange on Crescendo Records, Jack La Forge on Regina Records, The Oxford-Twelve on World Artists Records and Ralph Marterie and his orchestra.

The "Topkapi" original soundtrack album, composed and conducted by Academy Award-winning Manos Hadjidakis, is now in release by United Artists Records and will be backed by a minimum of six instrumental single recordings of the film's main theme.

Jimmy McGriff has recorded "Topkapi" for Sue Records and is currently enjoying success with both a single and an album version. Henry Jerome with his orchestra and chorus have recorded "Topkapi" on the Decca label.

The Manhattan Pops Orchestra is releasing a version of the film's theme on Time Records, Perez Prado will be represented on the United Artists label and Jorge Renan and orchestra will be out on Ascot Records.

Because of the tremendous potential being

## Xmas Rentals: Merchants Greetings Should Put Santa In The Bag For You



Reflecting all the charm and sentiment of Christmas, National Screen Service's giant five-foot Santa standee features a child and his dog, hero-worshipping before their idol. Silk screened in nine colors, on rigid stock with tripple-cut interlocking easels, the standee is undated.

### "Calloways" In The Comics

"Those Calloways," a Walt Disney motion picture scheduled for release in February, 1965, will come to the Sunday comic pages starting January 3, 1965.

As part of Disney's "Treasury of Classic Tales," the King Features series will continue for 13 weeks and appear in 55 major metropolitan newspapers with a combined readership of over 40 million.

activated throughout the music industry for the "Topkapi" music, a brand new disc has been cut by Leroy Holmes and his orchestra for United Artists as an immediate single release.

There has been so much exceptional interest for the "Topkapi" music that UA Music has signed the well-known lyricist Noel Sherman to supply words for the tune in hopes of repeating the fabulous success of an earlier Hadjidakis hit, "Never On Sunday."

The Schine Circuit, Gloversville, N. Y., along with many other circuits and independents have jumped on the Christmas bandwagon early with theatre rentals during off-hours for theatre parties and for the annual merchants' Christmas greeting trailers.

These are a source of additional revenue to the theatre and are excellent promotions for the participating merchants. They also promote an enormous amount of good will. The easiest way to compliment parents is to be good to their children.

You can offer a sponsoring organization advertising in front of the theatre; a sign for his window; some ads in the newspaper; special news releases which the local newspaper will be happy to give; the theatre complete with staff; and the film program.

Jim Macris, Oswego, Oswego, N. Y., drafted the following letter which he sent to merchants and business establishments, which got good results:

"Merry Christmas.

Only . . . weeks till Christmas! This may come as a surprise to you.

Having trouble trying to figure out what to do for a Christmas party for your employees and their families?

We feel that we have a unique way to solve this problem, with a minimum amount of work on your part and a guaranteed good time for all.

All you have to do is rent the . . . Theatre for a giant Christmas Movie Party. We will supply you with a feature that is suitable to the occasion, or we can give you 25 color cartoons, or we can give you a feature and cartoons to make up a two to two and one-half hour program. For the small rental price you will get the use of the theatre for four hours, the screen presentation, use of the stage and public address system, one manager, one cashier, two ushers, the works, to assist you in the operation of the show. We may even be able to supply you with a Santa Claus.

You may rent the . . . Theatre for a Christmas party and sit there by yourself, or you can let your employees in on the fun by calling (telephone number). Make this a Merry Christmas for all by having a Christmas Movie Party at the . . . Theatre.

Sincerely,"

. . . And don't forget that in addition to theatre rentals, MERCHANT GREETING TRAILERS are another source of added holi-

(Continued on page EX-632)



## Cosmetics And "Charlie" Aim At Women's Audience In Big Tie-Up

A point-of-sale merchandising tie-up between Helene Curtis Industries, Inc., and 20th Century-Fox, "unique in the annals of both the cosmetics and film industries," was unveiled recently at the "Goodbye Charlie" merchandising seminar held in the home office for Showcase exhibitors in the Greater New York area.

The meeting was conducted by Jonas Rosenfield, Jr., 20th-Fox vice president and director of advertising, publicity and exploitation, who told the showmen, "the merchandising merger, aimed at the great women's audience, involves 30,000 local outlets around the country, 300,000 enthusiastic word-of-mouth salesmen for the film and a potential exposure to 1,000,000 people minimum per day."

He explained that the Helene Curtis company is promoting the hair styles worn by Debbie Reynolds in the CinemaScope-DeLuxe Color attraction by issuing 100,000 copies of a 12-page booklet that features a complete story-in-pictures of the production, as well as a series of beauty hints.

The cosmetics firm will distribute these to 30,000 beauty salons, where there will be a minimum combined readership of 10 customers a day, "guaranteeing us exposure to virtually every beauty-conscious woman in the country prior to the picture's general release in December," according to Rosenfield. He pointed out that the picture's theme, the story of what happens when a "wolf" becomes a beautiful blonde, is a "natural" for women and was a prime factor in motivating the tie-up with Helene Curtis.

In addition to the pamphlets, each of the 30,000 shop windows will display a four-color poster featuring a portrait of Miss Reynolds, as well as information about the "Goodbye Charlie" hair styles available in that particular store.

These merchandising devices will be tied in with special screenings for beauticians in 45 key cities, according to Adrian Awan, 20th-Fox exploitation manager, who introduced Alan Goldsmith, Helene Curtis' New York sales manager, to the showmen. Goldsmith described to the showmen how to utilize the special material prepared, suggesting theatre "lobby clinics," where hair styles could be demonstrated with the cooperation of the beauticians and local TV women's shows also featuring demonstrations of the hair styles, in addition to special matinees for women at the theatres.

As an adjunct to the Helene Curtis promotion, 20th-Fox will service fashion editors with sketches and photos of the Helen Rose costumes worn by Miss Reynolds in the picture.

Rosenfield told the exhibitors that "Goodbye Charlie" also will enjoy the strongest musical promotion for a non-musical in recent years, based upon the score and title song by Andre Previn. In addition to the soundtrack album to be released by 20th Century-Fox Records, seven 45 rpm single discs of the title tune are ready for distribution. These include versions by Joya Sherrill on 20th-Fox, Previn on Columbia, Bobby Darin on Capitol, Pat Boone on Dot, Cannonball Adderley on Capitol, Mary Miller on Tower and Vicki Carr on Liberty.

The continuing concentration on the women's market for the film also is being



Debbie Reynolds and one of the new hair styles being jointly promoted by Helene Curtis Company and 20th-Fox in a tie-up for "Goodbye Charlie."

### Avon Books' "Melts"

MGM has completed a promotional tie-in with Avon Books to publish a motion picture paperback edition of "Quick, Before It Melts," the novel by Philip Benjamin, New York Times reporter, which was originally published by Random House.

carried over to the advertising, according to Rosenfield. A major television buy in the New York area will provide substantial exposure on a number of daytime women's shows including Today, Word for Word, Loretta Young, The Doctors, Another World, Bachelor Father, Truth Or Consequences, Say When and Danny Thomas.

In addition to Rosenfield and Awan, other 20th-Fox executives participating in the meeting were Joseph M. Sugar, vice president in charge of domestic sales; Abe Dickstein, assistant general sales manager; Abe Goodman, advertising director; Rodney Bush, exploitation director; and Mort Segal, publicity manager.

Circuit executives who attended included: Loew's Theatres—Ernest Emerling, vice president and national director of advertising; Ted Arnow, Bernard Diamond and Milton Arnsvalder; Century—Martin Newman, vice president; Charles Call and Sylvan Schine; Stanley Warner — Nat Fellman, general manager; Harry Goldberg, advertising director; John McKenna and Dan Davenport; Skouras—Sy Londoner and Jack Boxer.

Others who attended the meeting were Maury Miller, Hecht Theatres; Ed Schuman, Walter Reade-Sterling; Nat Harris, Prudential; Bob Dietch, General Cinema; Saul Renick and Stuart Kolbert, Interboro; and Herb Jaffey, Rugoff. In addition, division, district and theatre managers from these circuits were present.

## Want Ad Talent Search For "Virile" Matt Helm

A mammoth nationwide talent search by Columbia Pictures to find a leading man virile enough—and ruthless enough—to play Matt Helm in Columbia's forthcoming release, "The Silencers" will throw the promotional spotlight on the film in a tremendous "want ad" campaign which began in the country's 10 most important markets.

According to Robert S. Ferguson, Columbia vice-president, the search for the perfect Matt Helm, characterized in the elaborate "want ads" as "rugged, virile, suave and ruthless," will reach a newspaper circulation of 15 million during the coming week, having the double-edge impact of alerting the acting field to Columbia's needs and informing the public that America's most popular secret agent, Matt Helm, is soon to make his debut on the nation's motion picture screens.

Matt Helm, conceived by author Donald Hamilton, is the rugged hero of eight books published by Gold Medal since 1960. Of the more than five million copies of Matt Helm adventures sold to date, the large majority of copies have been purchased during the past 12 months.

In a series of display ads scheduled for the pages of the country's largest newspapers Columbia casting director Billy Gordon asks such questions as: "If your mistress was a spy, would you kill her?"; "How would you like to make love to the twelve most beautiful girls in America?"; and "Matt Helm can kill a man in less than two seconds! Can you?" The ads are designed to attract the attention of actors throughout the country and prospective Matt Helms are asked to contact the Columbia Studio with photographs and resumes of their acting backgrounds.

Columbia describes the Matt Helm look as "tall, rugged, suave, virile and ruthless." An ad schedule encompassing a total circulation in excess of 15 million in such major cities as New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Dallas, Washington, D. C.; Houston and Cleveland is expected to yield thousands of applications by both professional and aspiring actors.

Columbia says that it will screen all applications and that it will spare no expense in finding the man with the right combination of virility and ruthlessness to play the role. Irving Allen will produce and Phil Karlson will direct "The Silencers," which will be the first in a series of films featuring Matt Helm.

### Paperback On "Marriage"

A motion picture edition of Joseph E. Levine's "Marriage—Italian Style," starring Sophia Loren and Marcello Mastroianni, will be published by Popular Library in conjunction with the Christmas release of the Embassy Pictures attraction.

Both covers of the paperback edition will carry full credits and art work on the film. National distribution to thousands of newsstands, department stores and other retail book outlets will be keyed to local openings of the picture.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.





The London Bobbies recently had their hands (and arms) full trying to hold back the crowds, which turned out to the world premiere of United Artists' third James Bond film, "Goldfinger."

## "Fail Safe" With Esso

A total of 23 key-location Esso Service stations in New York City are cooperating in a merchandising project designed to promote Esso gasoline sales and Max E. Youngstein's suspense thriller for Columbia Pictures release, "Fail Safe."

The stations, all affiliated with the Humble-Esso Oil Company, will each display three one-sheets on "Fail Safe" supplied by Columbia and a selection of streamers to be used on pumps, windows and other prominently visual areas.

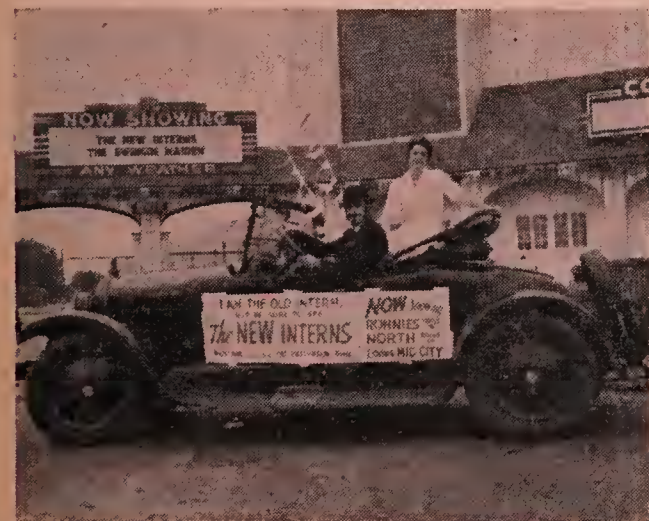
To promote drawings for "Fail Safe" tickets at each of the 23 stations, Esso will distribute 250,000 handbills throughout the New York City zone. Entries will be drawn from the fishbowl and winners from each station will get passes to the "Fail Safe" showcase presentation.

Columbia spokesmen said that the New York City zone was being used as a test area for both companies with possible tie-ins encompassing 200 stations in the area in the future.

## Jerry Lewis' Records

A major music promotion for Jerry Lewis' "The Disorderly Orderly," Paramount Pictures' Christmas holiday release, has been set with Reprise Records, which has just issued Sammy Davis' 45-rpm single recording of the title song.

Advance copies of the single have been serviced to disc jockeys throughout the country, with Paramount and Reprise field representatives working closely on joint tie-ins for the record and the film.



Terry Wells, manager, Ronnie's Drive-In, St. Louis, Mo., recently had this mobile street bally effectively working for Columbia's "The New Interns." The car with its live models toured shopping centers daily.

# British Activities

by Jock MacGregor

In compiling this showmanship column I endeavor to seek out campaigns with features which can interest even if they do not actually inspire brother managers. In consequence many which follow distributor and head office suggestions and are fully comprehensive may not receive coverage though it is appreciated that the manager has done a thundering good job adapting all to local conditions and that the ensuing box office return may have been far better than from the more spectacular stunt which makes good copy. In turn because only a highlight is mentioned it does not mean that it has not been backed with window displays, throwaways, standard approaches, etc.

M. J. Sparks, of the Plaza, Dudley, created a live trailer for the week prior to screening "The Haunting." Following a short, the lights were raised and a very gay record played. After about two minutes the record was cut and the house plunged into darkness. A piercing scream echoed through the auditorium and the luminous head of skelton appeared through the tabs as a howling wind and ghost effect record was played. A PA plug was made in a frightening manner and the remainder of the skeleton was seen on the far side of the stage and this moved over to join the head. Three ultra violet flourescents made the bones stand out. Originally it had been intended for the skeleton to walk down the steps into the auditorium but on the first night when it reached the top step those in the front rows were all ready to push to the back of the theatre and it was decided not to risk panic. An incredibly large number of the audience are reported to have screamed before the skeleton faded into the screen trailer. Sparks liberally wove synthetic cobweb about the theatre and reports one of the year's most successful weeks at the box office.

Situated in a predominately Roman Catholic area, J. A. Campbell, of the Carlton, Glasgow, concentrated on this angle when playing "The Cardinal" but first out of courtesy sought the approval of the Archbishop of Glasgow. This was readily given and he arranged an opinion forming opening night for leading clerics who responded well and in many cases referred to the booking from their pulpits. During the week 35 parties, from 10 to 200 strong, including one from St. Alloysios' Training College attended.

Presumably anything they can do I can do better is the attitude of D. E. Jones, Odeon, Port Talbot. "Move Over Darling" has been the choice for the annual Royal Film Performance in London so he decided on a Civic First Night. He invited the mayor and civic leaders and threw in all the trimmings such as a fanfare by the cadet trumpeters of the Welch Regiment, a scouts' guard of honor, flowers, a Hammond organ and a moppet to present a bouquet to the mayoress. The evening ended with a reception. Press and patrons reacted most favorably.

C. A. Tappy, of the Drake, Plymouth, was disappointed when he played "Stolen Life" and found that the child actor, Robert Bacon who lives nearby was on vacation and not available for the opening night. He did not give up and phoned everyday. His perseverance paid off. On the last day, the phone was answered and a quick PA was fixed to give the end of the run a fillip.

W. L. Webb promoted a Miss Foreign Affairs of his own to pre-sell "Dr. Strangelove" at the Gaumont, Camden Town, London. For three nights prior to opening she adorned an eye catching foyer display and on other occasions draped a luxurious bed in a furnishing store window complete with movie and theatre credits to the delight of passers by.



Eight semi-finalists in "The Girl With The Green Eyes" contest are eyeballed by judges, left to right, optometrist Dr. Richard Hervey; United Artists field-man Bill Scholl; and Los Angeles Times syndicated columnist Art Seidenbaum at the Beverly Wilshire Hotel pool contest plugging the Los Angeles opening of the Lopert-UA film.



## THE EXHIBITOR'S EXPLOITATION EFFORTS

JAMES E. COLE, manager, State, Lebanon, Pa., used as the key to his campaign on MGM's "Looking For Love," the catch line "Looking For Love? You'll Find It at the State Theatre." This was used for the first four days of the run in the want ad section of the local newspaper.

The local TV station, WLYH, and the host of the morning women's show Bob Keller were most cooperative in using the eight-and-a-half minute split screen interview with star Connie Francis two days before the picture opened at the Theatre.

Not to be outdone the local radio was just as cooperative on their very popular 1270 Club and ran a Name The Million Sellers Contest. Connie Francis has 10 records that sold a million or better and listeners were invited to name only five of them on a post card and send it to the station. The prizes were, of course, guest tickets to see the picture.

The number one music store in town also cooperated with a window display with the old line "buy the album-see the movie." The display encompassed album jacket, a still of Connie Francis, playdate, theatre, etc. The music store also ran and paid for an ad plugging the music and especially the film, offering free passes to see the movie with each album sold. This ad measured nine column inches. In addition a large number of title albums were displayed behind the candy stand a week prior to opening and during the run. The albums were also for sale.

We contacted the Bell Telephone Co. and they set up a display of "The Evolution of The Wall Telephone" in the lobby. In return they let us set up a window in their business office. A show card was made up "Connie Francis plays a mixed up telephone operator in "LOOKING FOR LOVE" (still of Connie at switchboard) Title, playdate and theatre.

### XMAS (Continued from page EX-629)

day revenue. Merchants begin their Christmas advertising earlier and earlier each year.

So it will pay you to get on the bandwagon early and let Santa Claus come to your city early so that you all can have a Merry Christmas.



Maxine LeManna, of Corona, N. Y., winner of the "Sophia Loren Look-Alike Contest" held by Louis George, manager, Loew's Triboro, Astoria, N. Y., in conjunction with his showing of Paramount's "The Fall Of The Roman Empire", is seen with aide James Isaacs, who as a Roman soldier, participated in street bally.



Bobbi Shaw, one of American International Pictures' newest contract players in their "Starburst Of Youth" program. Her next pictures are "Pajama Party" and "Beach Blanket Bingo."

### AIP "Star Burst Of Youth"

American International Picture's President, James H. Nicholson and Executive Vice President, Samuel Z. Arkoff, in response to exhibitors demands that motion picture companies keep abreast of audience needs, have pledged a continuing expansion of its "starburst of youth" policy via more pictures geared to the 15 to 35 year-old age groups, the continuing build-up of "new faces," and expanded personal appearance tours on an international scale.

Exhibitor reaction to AI plans are extremely enthusiastic. Comments indicate that they plan to be as active as the producers are and put every ounce of showmanship into the promotion of AIP pictures playing their houses.

For the 15 to 35 year age group, which comprises 70% of the movie going public, AIP's exciting roster of young talent will appear in upbeat colorful and tuneful films. They will also represent the film industry as "Hollywood super-salesmen" on public appearance tours.

Among the recent additions to American International Pictures' star building program are Susan Hart, Bobbi Shaw and Cheryl Sweeten. They join an impressive array of stars already signed by the forward thinking company that includes Frankie Avalon, Annette Funicello, John Ashley, Deborah Walley, Tommy Kirk and Donna Loren.

### 1964 Holiday Movie Preview

The 1964 issue of the Holiday Movie Preview, a tabloid produced by the advertising department of National General Corporation with the cooperation of Pacific Drive-In Theatres and Hollywood studios, has gone to press.

The announcement was made by Bob Sweeten, advertising director for NGC.

A sister to last May's Summer Movie Preview, of which more than two-and-one-half million copies were distributed throughout the United States by circuit and independent theatres, the Holiday issue carries color and black-and-white pictorials and captions on almost all features scheduled for release between Thanksgiving and early 1965.

### Cousteau Film Plugged

World-famous underwater explorer Jacques-Yves Cousteau had the distinction of opening the seventy-sixth annual lecture series of the influential National Geographic Society in Washington, D. C., with the first American screenings of his film, "Jacques Yves Cousteau's World Without Sun," slated for release by Columbia Pictures.

Called "magnificent" by the National Geographic Society, the Cousteau color film is a dramatic record of the explorer's successful experiment in living beneath the surface of the Red Sea. Two screenings attracted an estimated membership of 3,000 persons at Constitution Hall. Earlier Captain Cousteau addressed an enclave of the Society with a personal account of the circumstances that led to the making of his new film.

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# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## EQUIPMENT REPAIRING

ALL MAKES, all models projection equipment repaired. LOU WALTERS SALES & SERVICE CO., 4207 Lawnview Ave., Dallas, Texas 75227.

PLASTIC WELD will repair plastic marquee letters. \$6.50 pint. PLASTIC WELD, 1100 Harvey, McAllen, Texas.

## EQUIPMENT WANTED

TOP PRICES PAID for soundheads, lamp-houses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE SERVICE; no obligation. High quality; low prices. WESTERN ELECTRONICS CO., 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 18 E. Trenton Avenue, Morrisville, Pennsylvania.

## THEATRE FOR SALE

NEWLY REDECORATED air conditioned, 625-seat theatre, Westchester County, north of New York City. Wealthy suburb. Proved profitable operation. Call area code 617 CO 7-8182 (Boston, Mass.) 10-12 a.m. daily or write to PARIS CINEMA, 841 Boylston St., Boston, Mass. 02116.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## THEATRE WANTED

DRIVE-IN THEATRE: Wanted to lease with option to buy. N. Y., N. J., Conn. area. Mail to BOX 277, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (W)OMAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

ST. LOUISAN, 21, aggressive creative, top references, considerable experience on service staff. Want future in theatre management. Any proposition considered. Prompt reply. BOX A1118, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: House manager for conventional theatre located in Connecticut. Independent circuit operation. Give background and qualifications. BOX B114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EX-FILM AUDITOR, presently living in West, desires position utilizing his talents in East. Thoroughly experienced in all phases of distribution and exhibition. BOX C114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Manager for Northeast Philadelphia theatre. Must be strong on advertising and publicity. Salary commensurate with ability. Write in confidence. BOX D114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER-Home office executive available. Handle office routine plus circuit advertising-exploitation. Sparkling business building ideas and supervisor talents. Prefer Florida or South. Ample experience. BOX A114, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: EXPERIENCED drive-in theatre manager for Cleveland area. Year around operation with leading theatre circuit. BOX A111, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

YOUNG MAN interested in small indoor theatre management. Prefer neighborhood operation in southern climate. Good character. Salary open. BOX B1118, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

ASSISTANT MANAGER wanted for drive-in theatre in Baltimore, Md. area; experience preferred. Excellent opportunity for advancement with top national chain. Complete details to BOX C1118, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PROJECTIONIST, experienced 30 years, indoor or drive-in, also some managerial experience. Will relocate far right offer. Prefer Maine, New Hampshire or Vermont. Available now. Contact RICHARD C. WELCH, 87 Pleasant St., Rockland, Maine. Tel. 594-5025. (1118)

AVAILABLE DECEMBER 16. Excellent showman, buyer, baaker, advertising supervisor, concessions chief. Wide experience in all phases. Contact ALBERT H. HILDRETH, The Empress Theatre, Jacksonville, Fla. 32203. (1118)

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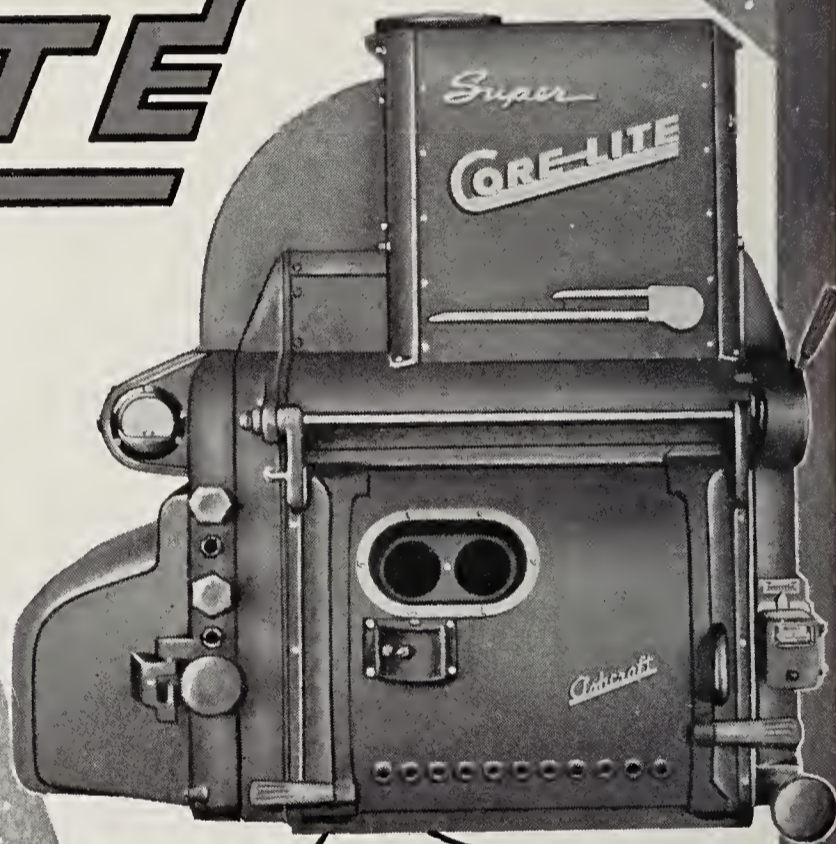
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MOTION PICTURE

# EXHIBITOR

NOVEMBER 25, 1964

Volume 72

Number 19

IN TWO SECTIONS • THIS IS SECTION ONE



## Wildcat Strike Darkens Frisco

(See page 5)

## AA Management Wins Proxy Fight

(See page 12)

Harold Mirisch, president of The Mirisch Company, leading independent producer for UA release, was honored this week as Motion Picture Pioneer of the Year at that organization's annual dinner in New York.

**A LESSON FROM THE PAST . . . see editorial—page 3**



# NATIONAL SCREEN'S **HOLIDAY TRAILERS** Better than ever and Lower in Price!

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## Season's Greetings Trailer **COLOR**

in GORGEOUS deluxe and Black & White

Here's the SEASON'S GREETING Trailer you've always wanted! A Holiday Message of warmth and good cheer...from the **WONDERFUL WORLD OF MOVIES...** from YOUR THEATRE...and from all the entertainment makers of the motion picture industry. It's YOUR Holiday Greeting to your PATRONS...and it's all about the **MOVIES!** It's packed with **ACTION-SCENES** of MOVIES being produced all over the world...and it's in gorgeous **COLOR!** U-N-D-A-T-E-D... so you can use it again and again...year after year!



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A F-A-S-T Moving...B-R-E-E-Z-Y Trailer that Effervesces with EX-CITEMENT and FRIVOLITY. The Sound Track is LIVELY and EX-HILARATING...will set feet tapping. The combination of Music and Eye-Appeal INTENSIFIES the IMPACT of the G-R-E-A-T-E-S-T Ticket Selling Stimulant you've EVER seen! We've put the Hard Sell on getting your patrons to PLAN NOW to attend your B-I-G Show with EXTRA emphasis on bringing the Family... Friends... and their Dates along with them!

Get this trailer on your screen NOW!... then get set for the B-I-G-G-E-S-T New Year's crowd you EVER had!

### NARRATION

All over the land folks will celebrate  
The New Year's Eve holiday...  
But why buck crowds or worry what to do  
When we've a gala time all planned for you;  
Come join the fun... enjoy yourself here  
With our wonderful show swing in the New Year!  
Plan now with your family, your friends, your date...  
To be among those here to celebrate!  
Come to our  
GALA NEW YEAR'S EVE SHOW  
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## Midnight Clock Trailer

A beautiful, fully animated, fully narrated sequence opens on a cluster of gyrating balloons...then transforms into a dancing girl whose hands become those of a clock racing towards midnight. At the Magic Moment a bedlam of New Year's Eve noise-makers blasts from the sound track to encourage the audience to participate and share the joyous occasion.

### NARRATION

Ballooning out into space goes 1964! And here comes '65 dancing in... So let's all welcome her with a loud and clear HAPPY NEW YEAR!

Good luck, good health, good cheer... May they all be yours throughout the year!  
May every wish that you contrive... Come true for you in '65!

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Volume 72 • No. 19

NOVEMBER 25, 1964

OUR 46th YEAR

### A LESSON FROM THE PAST

PHILOSOPHERS AND HISTORIANS agree that one of man's great failings is his inability to learn from the lessons of the past. When it comes to making the same mistakes over and over again, the motion picture industry takes a back seat to no industry.

We look on the business dealings of this crazy, fascinating world of film with a perspective gained from 46 years of continuous publication. To illustrate how the past is ignored, we refer now to an editorial printed in MOTION PICTURE EXHIBITOR in June, 1954. Actually, that is only the first step back because the bulk of this editorial is a reprint of a letter written by us to a Congressional bureau back in 1929. Read this material and note how timely it is today. The dangers that were foreseen 35 years ago have come home to roost. The past has taught us little. In 1954, we titled the editorial "TAKING THE CURE—THE HARD WAY." That is also applicable today. Here is that letter from the past in its entirety:

In several different conversations with exhibitors and distributors of late, the thought was expressed that possibly the very seeds of the current product shortage and of many other ills now besetting this great industry were sown years ago.

There is no questioning the honesty of purpose or sincerity of intention of the theatremen and theatre owner organizations that fought for "Regulation" of this business and which resulted in legislation, Department of Justice rulings, and court decisions. And while it is true that "regulation" did cut the arms off several large circuit octopi, both distributor-affiliated and independent that threatened to strangle the small independent theatre owner, as often happens, the cure may have been worse than the disease.

It makes little difference whether the 1954 theatreman hasn't enough "A" pictures to keep his theatre open because some more powerful buyer is taking them away from him or because there just aren't enough "A" pictures being made. Under either condition, he is in the same leaky boat, and whether somebody bored a hole or whether the seams just opened, he is going to get just as wet.

Thinking along these lines, we remembered a letter we once wrote, and a search of old files turned it up. Written today, we might have made some minor changes, but the basic reasoning we believe is still worthy of consideration. And this was 25 years ago.

Here it is:

June 27, 1929

Committee on Interstate Commerce  
of the United States Senate  
Washington, D. C.

Gentlemen:

As an exhibitor operating four theatres in the Philadelphia area, I wish

to state my views on the bill which has been introduced by Senator Smith W. Brookhart, seeking to impose certain rules and regulations on the motion picture industry. I am opposed to the passage of this bill, for I feel that if it should become law it would work untold hardships and injury on the theatremen. Personally, I am not averse to block booking for I have found as an independent theatre operator that the distributors from whom a group of pictures has been purchased in block are always willing to adjust the rental price on any poor pictures included in such a block, providing that the theatreman is also fair and clean in his business dealings with them.

It is my opinion that many exhibitors buy pictures in block because they believe it is to their advantage to do so. Block purchasing gives them a secure source of supply for a full season. Supply purchasing becomes an activity requiring several weeks or a month just once each year, instead of a daily, catch-as-catch-can, continuing duty, and after a theatreman has established certain brands of pictures or picture stars through his own local advertising and exploitation, he naturally prefers, and should be allowed, to continue the use of such brands and stars. By the terms of this bill, no long-range planning or promotion at the theatre level would be possible, for each theatreman would know that the results of his labor could accrue to any competing theatre that offered a higher rental price for the next picture after he had popularized its components.

I believe that there would be very little benefit to be gained by prohibiting the rental of films until after they have been completed and screened. No producer starts out to make a poor picture and no theatreman in order to make his selection can travel hundreds of miles to his exchange center and spend all day looking at three or four times the number of pictures his theatre annually needs. An unassured outlet and the need for producers to invest a million dollars in a picture "on spec" are certain to result in less pictures and a tightening source of supply for theatremen as a whole.

I am of the firm opinion that the provisions of this bill, requiring the selling of pictures individually, will greatly increase selling expense and that this expense will be passed along to the theatreman as the industry's single source of income. Producers and distributors in this industry are no more endowed than theatremen, so these selling costs must go somewhere.

I believe that Congress is primarily interested in this bill because of its effect on the public. If theatres, especially in small towns, are forced out of business by reason of less film and added film rentals, the public in those towns would be deprived of the recreation to which they are rightfully entitled. I can also see no reason for the elimination of the arbitration of disputes in this industry. While I am not familiar with the activities of Boards of Arbitration elsewhere, on many occasions I personally have sat as a member of the board in Philadelphia and know that it takes pride in honestly adjudicating controversies in a fair and equitable manner.

In conclusion, I want to urge upon your honorable body the rejection of this bill. I believe that it will harm, instead of help, the interests it is supposed to protect.

This, we repeat, was written 25 years ago.

From where we sit it certainly seems that the cure is now worse than the disease. The operation was a success, but the patient isn't in very good shape.

How does it look to you?

It is time that the motion picture industry put the past to better use. Most observers will admit that 35 years is a long, long time to ponder the same problem without coming up with some kind of a solution.

### THAT MIDNIGHT PRICE CHANGE

AN EXHIBITOR FRIEND marched in and deposited a whole slew of approved contracts from days gone by on our desk. "What's the idea?" we asked. "Look them over," he answered. "Note that just about every distributor sold midnight holiday shows at 15 or 25 per cent instead of the full charge. Today, they write contracts for these shows at 40 and 50 per cent."

We tried to explain that if he couldn't make money on these shows, he shouldn't book them. We also explained that the subscription price for MOTION PICTURE EXHIBITOR had not gone up in 46 years. He walked out muttering to himself about those midnight shows, but he left a three year extension to his subscription with us. A little excitable, but a nice man.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

Mrs. Gwynne Hazen Cherry, 32, died at Cedars of Lebanon Hospital, Los Angeles, Cal. The wife of tv director Stanley Z. Cherry and the daughter of Joseph H. Hazen, partner of film producer Hal B. Wallis, she helped to establish the Music Center at the Museum of Modern Art in Los Angeles and was on the board of directors of the Junior Art Council. Besides her husband and parents, she is survived by two children and a sister. She was also the niece of Walter Annenberg, publisher, The Philadelphia Inquirer.

## 600 At Dinner Honoring Mirisch As Top Pioneer

NEW YORK—A record gathering of more than 600 notables honored Harold J. Mirisch as Pioneer of the Year this Monday night at the 26th Anniversary Dinner of the Motion Picture Pioneers.

The gala event, with Milton Berle as master of ceremonies, was staged in the Imperial Ballroom of the Americana Hotel, New York. California's Governor Pat Brown was the evening's special guest speaker and Mirisch received additional tributes from Samuel Goldwyn, Mervyn LeRoy, Senator Pierre Salinger, and Billy Wilder.

Leaders from the fields of entertainment, politics and business were represented on the dais.

Five fabulous prizes were raffled in conjunction with the dinner.

## New Blow to Pay-TV

SAN FRANCISCO — The California Supreme Court declined to hear a petition to prevent Secretary of State Frank M. Jordan from certifying the amendment, Proposition 15, which bans pay-tv, from becoming a law.

Proposition 15 was carried by a vote of 4,076,496 to 2,040,471 in the November election. Jordan will probably certify it by Nov. 30 and it will become law by Dec. 5.

The Court in its decision left the door open for future challenge by denying the petition "without prejudice to the petitioners."

## Canadians Hear Levine

TORONTO—Joseph E. Levine, president of Embassy Pictures, was to deliver a major address on "Survival Through Showmanship" at the annual meeting this week of the Motion Picture Theatres Association of Ontario.

Levine was to be the guest of honor at the convention to be held in the King Edward Hotel here.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., NOV. 23

## SW Profit Rises 40%; Gross Income Sets Record

NEW YORK—The consolidated operating profit of Stanley Warner Corporation for the fiscal year ended Aug. 29 was up 40 per cent over the profit for the same period one year ago, it was announced by S. H. Fabian, president.

The profit for the 1964 fiscal year was \$4,589,300, equivalent to \$2.24 per share on the outstanding stock. The profit for the 1963 fiscal year was \$3,283,300, equivalent to \$1.61 per share on the outstanding common stock.

In commenting on the outlook for Stanley Warner's 1965 fiscal year, Fabian stated:

"We look ahead to another prosperous year. On the assumption that economic conditions both here and abroad will continue to be favorable, I am confident that we will show record sales and profits in 1965."

"As to theatre operations, our position has been strengthened through an accelerated program of construction of new shopping center theatres and by the elimination of certain losing or marginal properties. Three new shopping center theatres were opened this year. We plan to open 16 more before the end of December 1965."

1964 was the sixth consecutive year in which the gross income of Stanley Warner rose to a new record. Merchandise sales, and theatre and television revenues were \$156,327,700, an increase of \$9,634,600 or 6.6 per cent over 1963.

In the 1964 fiscal year there was a direct charge to earned surplus in the amount of \$970,500 for losses arising from the disposition of marginal or losing theatres. In 1963, there was credited direct to earned surplus \$237,500 realized from such unusual property dispositions.

Stanley Warner, a diversified company, operates 226 motion picture theatres throughout the United States and a television station.

Fabian further stated, "We expanded our consumer goods operations both here in the United States and overseas."



Otto Preminger displays his MOTION PICTURE EXHIBITOR Laurel Award to Brandon De Wilde on the set of his next picture, Paramount's "In Harm's Way."



## BROADWAY GROSSES

### Big Ones Buoy Pre-Holiday Week

NEW YORK—A strong opening week for 20th-Fox's "Goodbye Charlie"—coupled with good boxoffice from Warner Bros.' "My Fair Lady," MGM's "The Americanization of Emily," and U's "Send Me No Flowers" added up to a hefty week.

"SEND ME NO FLOWERS" (U). Radio City Music Hall, with stage show, reported a Thursday thru Sunday total of \$92,500, with a 2nd week of \$135,000.

"THE OUTRAGE" (MGM). The DeMille claimed a 7th week closer (last three days) of \$4,000.

"GOODBYE CHARLIE" (20th-Fox). Opening Warner figure for "Charlie" was \$20,000.

"THE AMERICANIZATION OF EMILY" (MGM). Loew's State reported a \$23,000 4th week.

"WHERE LOVE HAS GONE" (Paramount). Loew's Capitol claimed a 3rd week session of \$8,280.

"THE ADVENTURES OF SCARMOUCHE" (Embassy). The Victoria reported an opening week of \$10,000.

"TOPKAPI" (United Artists). Astor claimed a 10th week total of \$13,500.

"MY FAIR LADY" (Warners). Criterion's fifth week take for the musical smash was \$59,130.

"YOUNGBLOOD HAWKE" (Warners). Rivoli reported a total of \$11,000 for the 3rd week.

"MALMONDO" (Magna). The RKO Palace reported a first, and only, week total of \$20,000.

## BV Names Lyday

NEW YORK—Consistent with its policy of filling key positions from within the organization, Buena Vista has named Paul Lyday manager of promotion and publicity. He will work out of the New York office, reporting directly to Charles Levy, director of advertising and publicity.

Lyday joined Buena Vista on March 1st of this year, coming from National General Corp., where he was director of advertising, publicity, and public relations.

## EXTRA CALENDARS

Once again, the rush is on for extra copies of MOTION PICTURE EXHIBITOR's 1965 Booking Calendars, which were sent to subscribers with the Nov. 18 issue. We would like to remind all who desire extra copies that there is a 10 cent charge for each calendar to cover handling and mailing costs.

Coins or stamps will be accepted as payment and must accompany the order. We regret that we can not acknowledge the many calendar requests received without payment of this minimal charge.

Extra calendars will be distributed on a first come-first served basis as long as supplies last.



# Wildcat Strike Blacks Out SF

## 44 Houses Join Coronet As IATSE Walkout Cancels "My Fair Lady" Sellout; No Settlement In Sight

SAN FRANCISCO—Forty-five San Francisco movie houses were closed by their owners in retaliation against a wildcat projectionists' strike at the 1,250-seat Coronet, which has had continuous sellout boxoffices since "My Fair Lady" opened Oct. 28.

After an emergency meeting, the exhibitors vowed not to reopen until the strike at the Coronet, which is operated by United California Theatres Inc., is ended.

Unprecedented in San Francisco movie house history, the lockout left only a handful of theatres open including only one first run, the Cinerama Orpheum, where "It's A Mad, Mad, Mad, Mad World" is playing. Those continuing to operate are not members of the San Francisco Theatre Owners Association or have individual contracts with the IATSE Motion Picture Operators, Local 162.

All save the Embassy, which recently switched from first to sub-run, are small houses.

The blackout started last Friday night when Local 162 ordered its men at the Coronet off the job less than hour before show time. Saturday morning the 45 Association exhibitors made their move and did not open. Hardest hit at the boxoffice besides the Coronet was the St. Francis, where "Mary Poppins" has been enjoying turnaway business for several weeks.

The Coronet walkout was not authorized by the international, which wired from New York: "Work stoppage called by Local 162 is unauthorized. Local is to continue services." The message was signed by Walter F. Diehl, assistant IATSE president, International vice-president Orin M. Jacobson was dispatched to San Francisco to take charge.

It was just a month ago when Local 162, by a vote of 54 to 41, voted to oust its top officers on charges of failing to be firm enough with exhibitors for more than a year in negotiations for a new contract. It is the new top men in the local who defied its international officers and called the Coronet walkout, which in turn triggered the city-wide lockout.

A spokesman for the employers association said the Coronet's projectionists left their jobs after their demand that the theatre manager sign a new work contract was turned down. The spokesman added that the main issue of the strike concerns "exorbitant" wage demands.

## Broumas Appoints Two

SILVER SPRING, MD.—John G. Broumas, president of the fifty-three theatre Broumas Circuit, announced appointment of Lee Hall as manager, Beacon Theatre in Hopewell, Va. Hall was formerly associated with the Levine Enterprises in Norfolk, Va. as the manager of the Memrose, Norfolk.

Hall is replacing Jerry Spence, who has been promoted to the Page Theatre in Luray, Va. Spence, prior to managing the Beacon Theatre, was associated with the Tallhimer organization of Richmond, Va.



Howard W. Koch, right, recently appointed a vice-president of Paramount Pictures Corporation, is seen with George Weltner, president, left; and Otto Preminger at a cocktail reception at the Beverly Hills Hotel given in his honor.

## Ind. TOA Hits "Poppins" Run

INDIANAPOLIS—The Board of Directors of the Theatre Owners of Indiana at its annual meeting considered the recent ads of the State Lake, Chicago, Ill., on Buena Vista's "Mary Poppins," which revealed an unprecedented clearance agreement stating "will not be shown anywhere else this year within 300 mile radius of Chicago."

The Board believes this clearance violates all laws precedent, and rules of clearance as to theatres not in substantial competition with the State Lake; and raises the point of reasonableness of the clearance period of approximately two-and-one-half months. The Board condemned the agreement and stated it is very injurious prestige-wise to all theatres within 300 miles of Chicago, while of being of no value to the State Lake Theatre.

Protests on the agreement were sent to the State Lake, Buena Vista, TOA, the anti-trust division of the department of justice, and to Governor-elect Roger D. Branigin.

## ITOA Reelects Brandt; Votes COMPO Support

NEW YORK—The Independent Theatre Owners Association of New York voted to support COMPO's dues drive in the coming year.

Harry Brandt was re-elected president as were all the other officers, including Max A. Cohen, 1st vice-president; William Namenson, 2nd vice-president; Julius Sanders, 3rd vice-president; Norman Leff, 4th vice-president; Ray Rhone, treasurer; Edith Marshall, secretary; and John C. Bolte, sergeant-at-arms.

The new board of directors consists of Meyer Ackerman, Felix Bilgrey, Sidney Dreier, Si Frank, Al Greene, Jack Hattem, Jack Heyman, Sam Horwitz, Sam Kantor, Howard Lesser, Ronald Lesser, Martin Levine, Al Margulies, Stewart Marshall, Mel Miller, Tom Rodgers and Murray Schoen. Associate directors named were Harold Gussin, Ben Knobel, Manny Kroman, Jack Rochelle, Sid Sinetar and Maurycy Weisberg.

New members of the ITOA include the DeLuxe and Square theatres, Bronx; Graham, Lido and Tilyou, Brooklyn; York Cinema, Manhattan; Haven Theatre, Queens, and Parkway and Mt. Vernon theatres, Westchester.

## Clark Heads AB-PT Theatres

NEW YORK—Leonard Goldenson, president, ABC-Paramount Pictures, announced that Samuel H. Clark, president, ABC-Paramount Records, had been named vice-president in charge of theatre operations for the parent company.

Clark will assume his new post on January 1, 1965; and replaces Edward Hyman, whose retirement was recently announced.

## This Wildcat Must Be Tamed

THE WILDCAT STRIKE that has darkened 45 theatres in San Francisco can only be condemned. Management has bargained in good faith, making any pay rise retroactive, but the IATSE local has chosen to force its demands by marching out of the Coronet an hour before "MY FAIR LADY" was to open to a packed house.

The other 44 theatres closed their doors to protest the union's unfair and unbusinesslike action, and they are to be commended. The unions are hurting themselves and angering the public with such actions. Fair practices can create good will. They can also help create jobs.

Some IATSE locals do not seem to understand that "featherbedding" and other unreasonable pressures have no place in an industry burdened with product shortages, constantly rising costs, and dwindling patronage.

Recently, an English actress was brought to the United States to help sell UA's "Goldfinger." The union representing television performers objected to her appearance on U.S. video. This is another case of throwing the weight around.

This industry and others as well can only prosper in an atmosphere of understanding between labor and management. IATSE in San Francisco is doing nothing to create such an atmosphere.

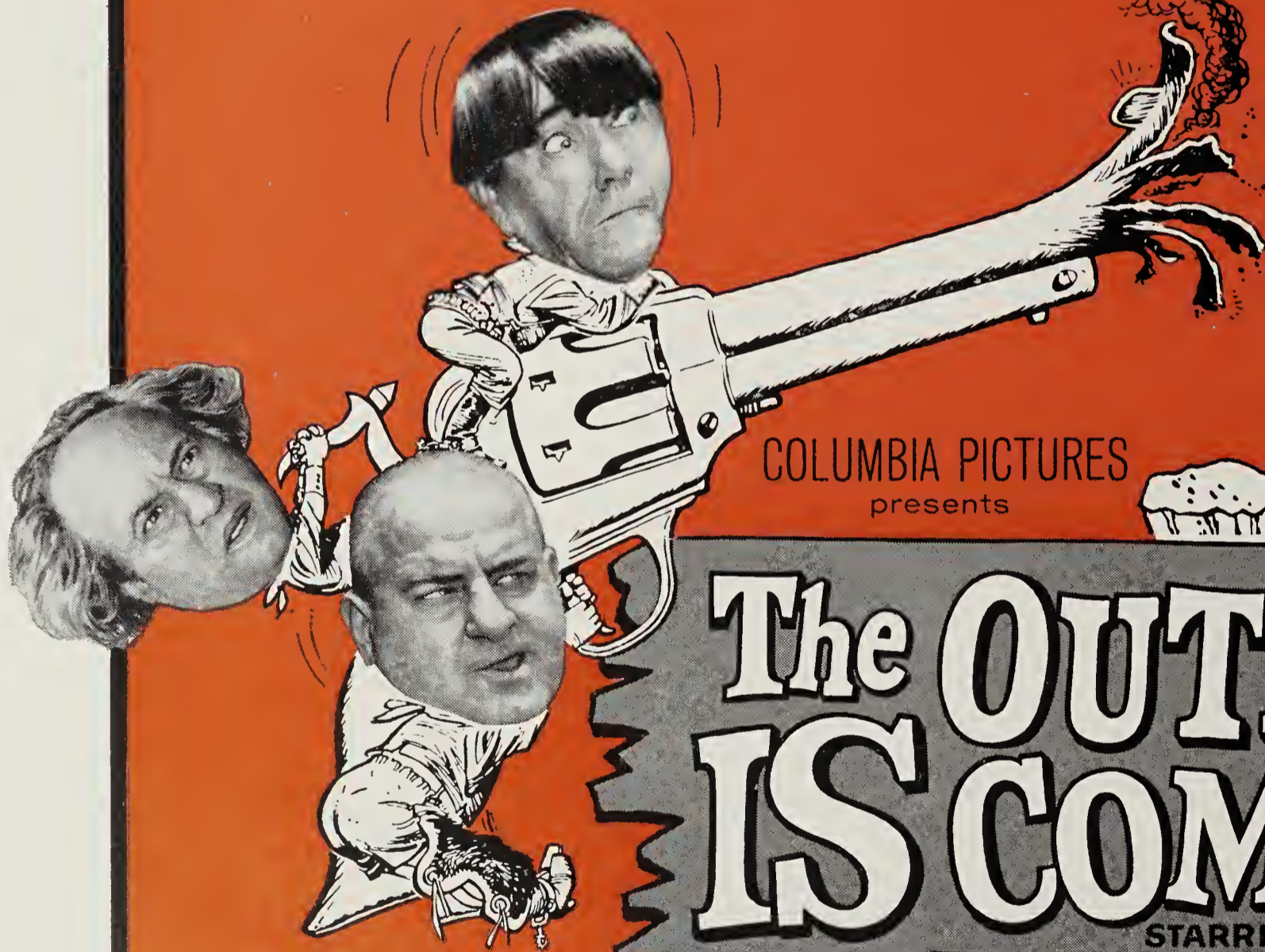
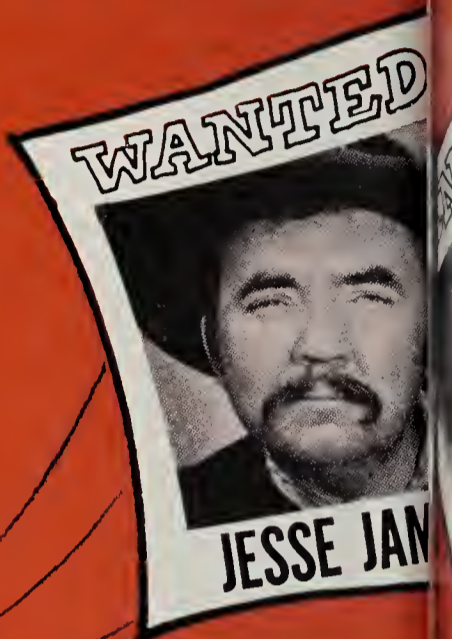
JAY EMANUEL



**"THE OUTLAWS IS COMING**

# THE EPIC TO FINISH

Together In One Picture! The West's  
Most Notorious Desperadoes  
And The World's Biggest Nuts...  
In The Wildest Shootout  
Ever To Fracture The Screen!



COLUMBIA PICTURES  
presents



# The OUTLAWS IS COMING!

STARRING  
THE THREE STOOGES

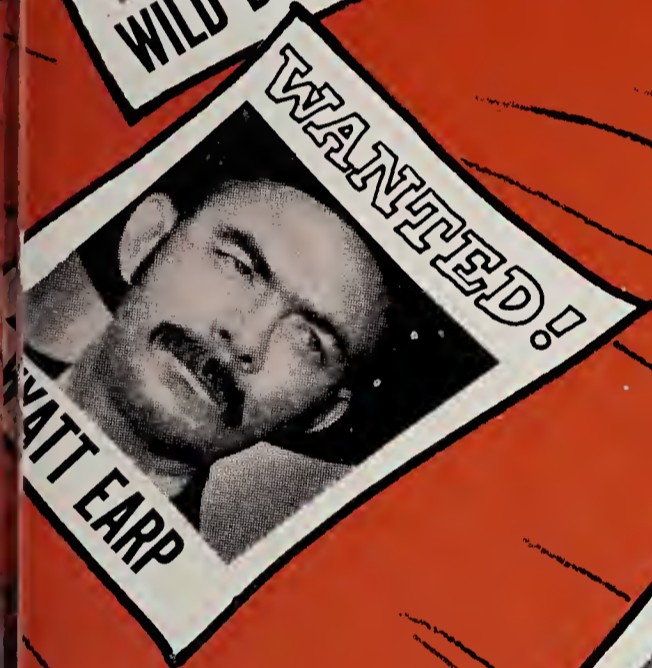
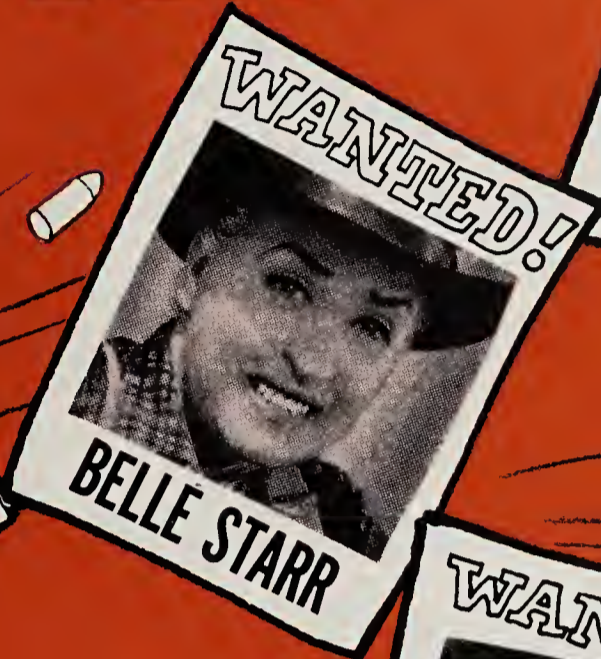


**And The Grosses Is Coming**



# COMING IN JANUARY!

# ALL EPICS!



DAM WEST  
NANCY KOVACK  
play by ELWOOD ULLMAN  
story by NORMAN MAURER  
produced and Directed by  
NORMAN MAURER  
ARMANDY PRODUCTION

...and  
**ANNIE  
OAKLEY**  
too!



...from **COLUMBIA!**





# Weakening Of Publisher's Assoc. Cited As Core Of Detroit Strike

By ARTHUR HERZOG  
MPE Detroit Bureau

DETROIT—It has been the opinion of this bureau since the Detroit newspaper strike began on July 13 that it was more than a local matter, of consequence to every exhibitor operating in a city with more than one newspaper. This is based on every theatreman's dependence on advertising, editorial, and pictorial exposure to stimulate business.

To the present, accurate reporting required limiting statements on the meager progress towards settlement of the strike to known facts. It can now be said that the basic issue underlying the struggle appears to be an effort of the newspaper trade unions to break up publisher's associations across the country. Few other explanations justify the claims, counter-claims, shifts in position, and other seeming absurdities marking the months-long strike.

It also appears that the nation's publishers, in some form, have banded together. While there is no way of establishing the degree of collaboration, it appears that the unions have done the same thing. With no strike funds made available from the international trade unions for Detroit strikers, local craftsmen have been going to other cities where work for limited periods is made available, thus strengthening the "holdout" power of the Unions.

While it is true that publishers dragged their feet long after contract expirations, they subsequently made reasonable concessions. Twelve out of 14 unions have accepted terms, which may have been a way of simplifying issues by reducing the number of combatants.

To draw the lines more sharply, the Paper and Plate Handlers Local 10 settled two weeks ago, leaving only the key Pressmens Local 13 to fight it out.

To focus the scale of the struggle, first Detroit's Mayor attempted to smooth things out. When this failed, the Governor of Michigan summoned disputants to Lansing. After this effort became fruitless, the President of the United States brought the unions and publishers to Washington. What was said behind closed doors is not known. However, the federal mediators must have conveyed a feeling of ungrounded optimism to President Johnson, which was reflected in a statement he made at the conclusion of the talks.

But, back in Detroit, no dice and no settlement.

These columns, in various predictions of the long hiatus, noted last summer that the unions were attempting to secure a ruling from the National Labor Relations Board which would make publishers' associations illegal across the land, and that NLRB deliberations must be lengthy.

Following an abortive 20-hour meeting ten days ago, publisher Lee Hills of the Detroit Free Press finally spilled the beans. He stated "the whipsaw effort to split the two newspapers apart" would fail. This followed a move by the Pressmens Union to withdraw pickets from the Free Press. At the same time Freeman Frazee, president of the union, included among his remarks, "Let me assure the Detroit Free Press that this does not in any way represent a request for a separate contract which they have objected to in the past and which is now before the National

## TENTATIVE SETTLEMENT

DETROIT—At presstime, word was received that a tentative settlement had been reached in the 135 day-old newspaper strike. The aid of UAW president Walter Reuther had been enlisted to bring both sides together. No details on the settlement were made available to the press or public.

Labor Relations Board. We will still negotiate a joint contract."

The strategy of such as the Teamsters Union has been to secure contracts with expiration dates the same nationally, so that in event of a strike, all trucking companies can be tied up. In the newspaper field, the reverse obtains. Different expiration dates would enable a union to go after one newspaper while its rival published. To prevent this, publishers have created associations which do the bargaining, and by a gentlemen's agreement when one newspaper goes down, so will the rest in the same city.

As many of previous statements have appeared silly, so, to the outsider would appear what both sides claim is the sole remaining issue. This is avowedly whether new eight unit presses at the Detroit News shall be manned by fifteen or sixteen men. The union claims they had such sixteen men crews since Aug. 1963. The publishers state that since the strike the union had agreed to fifteen, and then reversed itself.

The explanation must lie in the effort to smash associations. However, the unions have publicly stated that what the association here is attempting to do is whipsaw the unions. The truth is that probably both are to be believed.

## Allied Board Meet Set

DETROIT—From Allied States national office has gone notice of the 1965 winter board meeting, to be held Jan. 13-17 at the Eden Roc Hotel, Miami Beach, Fla.

Officers and directors of Allied units are invited to attend as observers. A reception and dinner for those attending, and their wives, will be held Wednesday, the first day of the meeting.

Board sessions will be held daily thereafter from 9:00 AM to 1:00 PM.

Items for discussion must be sent to the Allied office by Dec. 15 in order to be printed on the agenda. Early reservations are requested.

## Peter Horner To Artixo

HOLLYWOOD—Peter P. Horner, veteran film distributor, just returned from a two-months' European trip, has joined Artixo Productions, Ltd. in an executive capacity, it was announced by Artie Shaw, president. Horner will work directly with vice-president Don Getz.

Formerly president of Union Film Distributors, Horner has been active in distribution and exhibition since 1930.

## Broumas New Chief Barker Of Washington's Tent II

WASHINGTON, D. C.—John G. Broumas, president of the 53 theatre Broumas Circuit, which operates theatres in nine states, has been elected Chief Barker of the Variety Club Tent No. 11 of Washington, D. C.



BROUMAS

Broumas began his career as an usher in his home town of Youngstown, Ohio when he was 13 and has been in the business ever since . . . except for a five year hitch in the service during

World War II. Broumas, now 46, opened his first theatre seven years ago. He will be installed as Chief Barker in January. Serving with him are: Albert Lewitt, 1st assistant Chief Barker; Arnold Fine, 2nd Assistant Chief Barker; Dough Guy, Sam Galanty; and Property Master, Jerry Sandy, D. C. branch manager for A.I.P.

Tent No. 11 this year will celebrate its 30th anniversary at an awards banquet at the Shoreham Hotel in Washington, D. C. TV Personality Johnny Carson will be honored as "Personality of the Year." Other entertainers attending the 800 person dinner include the Les Elgart Orchestra, June Valli, and comic George Kirby. Broumas, chairman of the affair, promises there will be other surprises in store.

Variety charities include the Research Clinic at Childrens Hospital, the glaucoma clinic at the Washington Hospital Center and the showing of movies the year-round in more than 12 area institutions.

## Col.-Manulis Sign Pact

HOLLYWOOD — Mike Frankovich announced that Columbia Pictures has signed producer Martin Manulis and his Martin Manulis Productions to an exclusive multiple-picture contract. The Manulis Company will move into the studio within the next eight weeks.

Manulis is currently completing his commitments in the motion picture and television field with Four Star Productions, where he has been since January, 1963.

The producer's two most recent feature films include "Dear Heart," by Pulitzer Prize-winner Tad Mosel, starring Glenn Ford and Geraldine Page, scheduled for release early next year, and "Days of Wine and Roses."

## Neighborhood Ups Two

RICHMOND—Neighborhood Theatre, Inc. announced R. Wade Pearson has been named to the board of directors of the parent company and Herman Ramsey has been promoted to director of advertising and publicity.

Pearson has been with the company for 31 years. He started as an usher at the State Theatre, Richmond, in 1933 and became Manager in 1935. In 1962, he was named Northern division manager.

Ramsey has been an employee of Neighborhood since 1956 and has managed Richmond theatres and the University Theatre in Charlottesville. In 1961 he became a booker in the home office and in early 1964 became an advertising manager trainee.



## Kennedy Film Premiered In Four World Capitals

WASHINGTON—Four world capitals were the sites of premieres of an historic United States Government motion picture which recalls the dreams and deeds of the late President John F. Kennedy.

This ninety-minute documentary, filmed in black and white and color sequences, chronicles American aspirations and accomplishments during the years of John Fitzgerald Kennedy's Presidency—years of lightning which witnessed the establishment of the Peace Corps, conquests in space, the Alliance for Progress, strengthening of the peace and advances in the cause of human rights.

Its title: "John F. Kennedy: Years of Lighting, Day of Drums."

Carl T. Rowan, director, U. S. Information Agency, which is responsible for creation of the film, presided at the Washington premiere in the Department of State auditorium, where members of the diplomatic corps were guests. Supreme Court justices, Cabinet members, high-ranking Government officials and other distinguished Americans attended the Washington invitational showing.

Premieres of the motion picture also took place the same day in Rome, Beirut and Mexico City.

National premieres in more than 25 other countries will preface theatrical and non-theatrical distribution in most nations of the free world.

English prints are being distributed in 114 nations. The English version is narrated by Gregory Peck. Rowan said the film will be translated into some 30 other languages. Distinguished artists of many countries will participate. Andre Maurois is supervising the translation of the French version of the Kennedy commemorative and Maximilian Schell will do the German narration, Rowan noted. Heron Domingues is voicing the film in Portuguese and Carlos Montalban in Spanish.

"John F. Kennedy: Years of Lighting, Day of Drums" was produced by George Stevens, Jr., director, USIA's Motion Picture Service. It was written and directed by Bruce Herschensohn. The same team also created the noted USIA documentary, "Five Cities of June," which was an Academy Award nominee in 1963.

## "Goldfinger" In Benefit

NEW YORK—"Goldfinger," the new James Bond screen thriller starring Sean Connery, will have a black tie, gold-carpet American premiere, Dec. 21, at the De Mille for the benefit of the Lincoln Square Academy at Lincoln Center.

The opening will be followed by a Golden Champagne Supper Dance at the Hotel Astor attended by a galaxy of Broadway and Hollywood stars. Vincent Sardi, Jr., is chairman of the premiere, and United Artists, which is releasing "Goldfinger," is donating all opening night proceeds to the Lincoln Square Academy.

## "Cheyenne" U. S. Bow Set

NEW YORK—"Cheyenne Autumn," John Ford-Bernard Smith motion picture production for Warner Bros., will have its American premiere on Friday evening, December 18, at the RKO International 70 Theatre in Denver for the benefit of the Voice of Youth

# Fox Maps Global Recruiting Plan To Fill Sales Posts Around World

## Legion Raps "Malamondo"; Magna Won't Screen Film

NEW YORK—Because of the many inquiries received, the National Legion of Decency advised the movie-going public, and especially parents, that the Italian film, "Malamondo" does not bear a rating from the Legion.

Rt. Rev. Msgr. Thomas F. Little, executive secretary of the Legion, pointed out that repeated requests for a screening of this film for classification purposes have been refused by Magna Theatre Corporation, American distributor.

The following telegram has been sent to the presidents of the theatre corporations involved:

"Be advised that in absence of Legion rating on MALAMONDO, inquirers are urged to refrain from patronage."

## Broadcasters Told Pay-TV Fills In Usual Programs

ALBANY, N. Y.—Area theatremen found encouragement in the comment by Federal Communications Commissioner Kenneth Cox, at the fall regional conference of National Association of Broadcasters in Schine-Ten Eyck Hotel, that after the recent elections in California "Pay-TV does not seem of pressing importance."

At a prior panel on Pay-TV and Community Antenna Television, John H. Pinto, of General Phonovision, operating in Hartford, Conn., argued that programs of subscription television as "supplementing, not detracting from commercial television."

Other speakers as well as Commissioner Cox discussed the pros and cons of CATV, now being actively promoted in the Albany-Schenectady-Troy area. Harry Goldman's Better Capital District TV, Inc. has received authorization from Town of Colonie to operate cable-TV in that large community.

CATV corporations continue to be formed for operation in New York State. The City of Newburgh is among the latest where rival companies have bid for authorizations.

Sidney J. Cohen, president of New York State Allied Theatres, Inc., has urged members to wage a vigorous fight against the introduction of CATV in upstate communities. The Buffalonian believes CATV will force the closing of numerous small-town theatres if the movement is not checked.

## IFIDA Drops Dub Award

NEW YORK—The IFIDA board of directors announced here that a technical dubbing award made 1961 through 1963 would be discontinued. Grounds for the action, said IFIDA, included the difficulty of judging technical standards of excellence in a highly specialized area, and a tendency to regard outstanding films as outstandingly dubbed.

Board action was unanimous.

Films honored in the past included "Purple Noon," "Boccaccio 70," and "Divorce Italian Style."

NEW YORK—Seymour Poe, 20th-Fox executive vice-president, who developed the company's executive training program, announced at the start of its third year, that an intensive global recruiting campaign to fill important sales posts in the major capitals of the world will begin at once.

Poe said the program is "designed to groom trainees in those very markets in which they will eventually serve."

The company is looking for college graduates between the ages of 25 and 32 with some experience in sales, business administration or sales promotion. Up to now 14 applicants have, been hired and placed in key positions.

Domestically, trainees will be assigned to division offices in Chicago, Toronto, Dallas, San Francisco and New York. Outside the U.S. they will be placed in territorial offices in Paris, Tokyo, London, Mexico City, Sydney and Johannesburg. Those selected for domestic training will receive a brief indoctrination in the New York office.

"The motion picture industry is bankrupt of young sales man-power," Poe asserted. "The industry's sales force must be replenished now, and unless we actively go about the job of recruiting we will have no source from which to develop tomorrow's executives. In the last two years 20th Century-Fox has streamlined and reorganized its world distribution organization. Now we have to gear ourselves to handle the company's greatly expanded production and distribution program for the future."

## Two For U From Radnitz

UNIVERSAL CITY, CALIF.—Robert Radnitz has signed a new two-picture deal with Universal under which his Robert Radnitz Productions will bring two novels to the screen, it was announced by Edward Muhl, Universal vice-president in charge of production.

The two novels are the Newbery Medal winner, "And Now Miguel," by Joseph Krumboltz, the only author who has received two of the American Library Association's Newbery awards, and Jean George's "My Side Of the Mountain," which won the Hans Christian Andersen Award for Literature.

Aimed particularly at family audiences, both pictures will be launched with the same type of unusual promotional campaign which Universal put behind "Island Of the Blue Dolphins" with great success.

## New 1,200 Seat Del. House

REHOBOTH, DEL.—William Derrickson, president, Midway Realty Corp., operating both the Blue Hen and the Center, Rehoboth, and the Midway Drive-In between Rehoboth and Lewes, announced that a 1,200-seat theatre, complete with a smoker's section and baby crying room, is being built at the Midway Shopping Center near Rehoboth Beach.

Motion pictures will be shown year-round, according to Derrickson, who said one of the reasons the \$150,000 house is being built is that the shopping center provides extensive free parking. Although many theatres find it hard to show a profit, "they're doing big in shopping centers where people can park," Derrickson was quoted in the Delaware State News, Dover.



# "Battle Of Bulge" Goes Cinerama; Three For Big Screen Next Year

NEW YORK—Cinerama embarked upon a new program of developing its own production. As the first major step, Cinerama, Inc., has concluded a production deal on "Battle Of The Bulge," it was announced by William R. Forman, president of the company.

The Milton Sperling-Philip Yordan-Sidney Harmon production, to be filmed under the United States Production banner, will be filmed in the new single-lens Cinerama process. It marks the first time that the Cinerama process has been used in the production of a war film. "The Battle Of The Bulge" is scheduled to get underway on Jan. 15, 1965.

Forman revealed that original discussions between Cinerama and the producers of "Battle Of The Bulge" had commenced almost a year ago. He stated that the multi-million dollar production will be distributed by Warner Brothers on a world wide basis.

Richard Fleischer will direct "Battle Of The Bulge," which deals with the climactic episode of World War II. It will be filmed in the authentic European locale, and pre-production activity is already underway. Associate producer Leon Chcoluck is scouting locations. Art director Eugene Lurie is supervising the construction of sets and special effects and production head Bernard Glasser has a large staff of personnel in various stages of pre-production.

The screen play by Philip Yordan and Milton Sperling has been completed, and it is expected that 10 important personalities will star in the production.

Forman revealed that key city openings for "Battle Of The Bulge" are planned for Christmas week, 1965, and that it will be the third Cinerama film to be released next year. Previously announced were "Greatest Story Ever Told," a George Stevens Production for United Artists, scheduled for release in February, 1965, and "Hallelujah Trail," a Mirisch Company presentation for United Artists, to be released in July, 1965.

This marked Forman's first statement since Cinerama announced that Chemical Bank New York Trust Company had agreed to provide interim financing for the company, which enabled it to liquidate a substantial portion of its current indebtedness and provided working capital for operations.

## Gaffney To Screen Arts

NEW YORK—Sidney Cooper, vice-president in charge of sales, United Screen Arts, Inc., announced the appointment of William Harry Gaffney as west coast representative.

Gaffney is a veteran in distribution, having been with Warner Brothers, Allied Artists, Lippert and A.I.P. Most recently, he has been national representative for Independent Distributors.

## Marenstein To Promenade Sl.

NEW YORK—Harold Marenstein has been appointed national sales manager of Promenade Films, Inc., effective immediately, it was announced by Max N. Osen, president of the company.

Marenstein said that he has already begun preparations for the American premiere of "Love A La Carte," the company's first release, which stars Marcello Mastroianni, Simone Signoret, Emmanuelle Riva and Sandra Milo.

## Tennessee's Obscenity Law Found Unconstitutional

NASHVILLE, TENN.—Tennessee's State Supreme Court has held the state's 106-year-old obscenity law unconstitutional in a decision concerning the Audubon Film "I Spit On Your Grave," the theme of which is racial prejudice.

Police seized the film in Memphis on Dec. 29, 1962, at the Studio Theatre, and manager William H. Kendall was arrested and tried in a Memphis criminal court, where he was subsequently freed when it was held the state law was unconstitutional because it did not specify that the accused must have knowledge of obscenity in the film.

The state's highest court, in the latest decision, upheld the Memphis court on appeal.

A new obscenity law, designed to meet the court's specifications for constitutionality, will be introduced in the Tennessee Legislature meeting in January.

## Embassy Meets On "Santa"

NEW YORK—Embassy Pictures held a special exhibitor meeting at which campaign plans were blueprinted for the Dec. 16 opening of Joseph E. Levine's "Santa Claus Conquers the Martians," a science-fiction color fantasy, at theatre circuits in the Greater New York area.

Embassy advertising, publicity, exploitation, and sales executives met with representatives from RKO Theatres, Skouras Theatres, Town and Country Theatres, Stanley Warner Theatres, and Fabian Theatres.

Matthew Polon, vice-president of RKO Theatres, conducted the campaign session. Paul L. Jacobson, producer of the attraction, attended.

Embassy's merchandising and sales campaigns were outlined by D. J. Edele, Louis Steisel, Harold Margolis, Sid Blumenstock, Harold Rand, and John O'Rourke.

## Art House Boycott Puzzles Producer Of "Cool World"

By MARK GIBBONS  
MPE San Francisco Bureau

SAN FRANCISCO—"The Cool World," which had a good run in New York, opened in Paris to rave reviews and has been booked in Germany and Japan, has played the past eight weeks here at the neighborhood Vogue—and yet has been spurned by all other art houses outside of New York across the country. This puzzles Frederick Wiseman, the Boston lawyer who produced the picture.

Said Wiseman, "We made it as an art film, but Irving M. Levin, who operates the Vogue among his chain of six San Francisco houses, was the only theatre man in the United States outside of New York who had the courage and the foresight to run it in an art house. It has usually been sold as an action picture which of course is all right with us, but we feel we are not getting it before those for whom it was originally designed.

"We think it is a good movie and hope its success in San Francisco and New York will encourage other art houses across the nation to book it."

The run at the Vogue has been unusual. It started with a good week, then dropped off, but word of mouth advertising plus a stepping up of promotion by Levin brought the attendance up. The fifth, sixth and seventh weeks exceeded the first.

Wiseman originally made 16mm movies as a hobby. Then he optioned the screen rights to the novel "The Cool World," asking Shirley Clarke to direct it.

"At first," Wiseman said, "I had the same fantasies that the theatre owners have. They think if they have a movie about Negroes they'll have a riot on their hands. That's one reason first run houses haven't shown the picture. What we wanted to do was give a notion of what it is like to be a Negro kid on 117th Street in Harlem."

Wiseman said it was filmed on location without difficulties. "We chose a crew made up mostly of Negro technicians because we didn't want to appear as visiting anthropologists. If an actor felt uncomfortable with a line, we'd ask him what idiom he would use, and then usually adopt his recommendation."

The producer added that the film's release in Japan next January will coincide with a tour of that nation by jazz bandsman Gillespie.



Jack L. Warner, Audrey Hepburn, Rex Harrison, and Frederick Loewe are seen at the third and most dazzling of Warners' "My Fair Lady" premieres at Hollywood's Egyptian Theatre. The occasion was a benefit performance for the Motion Picture Relief Fund.



## Clay-Liston Losses Heavy; Delays May Kill Rematch

BOSTON—Losses on the cancelled Clay-Liston title fight, set for Boston Garden on Monday, Nov. 16, and televised closed circuit to theatres, may reach \$500,000 or more.

Sports Vision, Inc., which had the closed circuit tv deal knocked out by sudden surgery on Clay for an incarcerated hernia, stands the biggest loss. Fred Brooks, president of Sports Vision, estimated the losses at between \$100,000 and \$400,000 on its theatre-tv contracts. The discrepancy is caused by uncertainty of payments due the telephone company and various expenses involved in staging the project.

"It's impossible to estimate losses accurately at this time," Brooks said. "Somewhere between \$100,000 and \$400,000. A good guess is \$250,000, and this does not include losses to local theatre-tv promoters."

There was no insurance against postponement which is usually bought for theatre-tv closed circuit fights. Brooks said, "the premiums were so high it wasn't practical." Liston's injury in the last fight and postponements of previous fights made it too expensive."

Brooks claimed there was a "fantastic sale around the country," and he projected his firm would have filled 600,000 seats with a take of \$4,600,000. The net would have been \$1,900,000, the figure the fighters would cut up.

Most of the losses are beyond redemption. If the postponement is of long duration, eight months to a year, it is figured it will be impossible to sell the promotion; Liston's age and question of his getting in top shape again is given as the major reason.

Intercontinental group, which promoted the title fight, will lose about \$75,000 in expenses already incurred. Both fighters stand to lose all their training expenses. Both Brooks and Robert Nilon of Philadelphia, president of Intercontinental, say Boston will be the site of the next fight.

## Weill Joins Beth Brown

LOS ANGELES — Jules Weill has been named vice-president in charge of the west coast office for Beth Brown Enterprises, Inc. The firm packages and sells properties owned and created by Beth Brown for television, radio, motion pictures, theatre, and records.

# Rembusch Warns Of CATV Dangers In Address To Indiana Exhibitors

## Texas D-I's Damage Suit Okayed By District Court

DALLAS—Chemline, Inc., operator of the Twin East D-I Theatre at Grand Prairie, Tex., was authorized by U. S. Dist. Judge Sarah T. Hughes to proceed with a suit seeking damages against that city for two new ordinances regulating so-called "obscene movies."

The judge ordered that a portion of the suit brought by the drive-in theatre owners pertaining to damages be separated from the injunction portion. She upheld all but one paragraph of the new ordinances (that one permitting the city to regulate the showing of movies determined to be obscene by national standards) allowing the city to license and inspect theatres and levy fines for violations of city regulations.

Judge Hughes denied the city the right to ban showing of movies of "nude or semi-nude" females on screens adjacent to highways where the Twin East D-I is located which was said to cause traffic hazards.

But the judge ruled that the city did not show sufficient evidence supporting this claim to tamper with constitutional freedoms guaranteed under the First Amendment.

## New Woolner Rome Office

HOLLYWOOD—Lawrence and Betty Woolner, of Woolner Bros. Pictures, Inc., are currently in Europe to setup headquarters for company in Rome, and will commence an extended tour that includes London, Paris, Munich, and Madrid, negotiating theatrical releases for company's current package of "Mutiny in Outer Space" and "The Human Duplicators."

Additionally, Woolners are finalizing co-production deals with Jolly Films of Rome, and the J. Arthur Rank Organization in London.

INDIANAPOLIS—In an address before the Theatre Owners of Indiana at their recent convention, Trueman T. Rembusch, past president, traced the history of pay-tv as relates to the airways communication in this country.

He said, "All pay tv tests over the last 15 years have been unsuccessful and not one lived up to a single one of the glowing predictions and promises of the promoters . . . Results did not justify the expenditures . . . Pay tv, limited to the same entertainment sources as any other entertainment medium, can not give a better service as is frequently claimed by its proponents. . . ."

"The long-time position of the Theatre owners of Indiana has been that it would not fight pay-tv carried by cable; it would fight vigorously the use of the free air-waves as a transmission medium. It concluded that a pay-tv competitor using the free air-waves for transmission purposes enjoyed an unfair economic advantage over existing theatres for it had no transmission costs as is the case with cable; that such use of the free air-waves could be fought successfully on the basis that pay-tv, in this instance, was reducing the free tv service whenever a pay signal was sent out over the channel, for a free program can not be broadcast simultaneously with a pay program, and by resisting the take-over, we were fighting for the public interest.

"As individual exhibitors we should not blindly allow a C.A.T.V. operator to come into town and secure a blanket franchise that covers cable service along with permission to attach coin boxes to the sets. An alert exhibitor should read with care any application to his city council for a C.A.T.V. franchise to ascertain if an exclusive franchise is being sought, if it includes a blanket pay coin box permission. If such is the case, an attack upon the number of channels the C.A.T.V. operator promises to should be made on the basis of misrepresenting the facts. For whenever a pay program is put on a cable, it cuts down available channels. Obviously, the pay tv operator, in such instance, can not live up to the channel representation of his application.

"As to entertainment, pay tv can not provide a new type, for it must go to the same market as any other entertainment medium. . . . If pay tv has some success, it must still compete with theatres as to motion pictures on an equal basis as to clearance, runs, etc., and ability to earn. . . . Pay tv, in any event, must face a competitor, the motion picture industry, enjoying a resurgence of strength and vitality.

"We are now not only bringing the market to the people rather than making the people go to the market, but also giving the people a new and fresh service." The old, outdated and wasteful showcase type of distribution is being replaced. Once again we are appealing to the masses rather than to the classes."

## Artixo Joins IFIDA

NEW YORK—Michael F. Mayer, executive director, Independent Film Importers and Distributors of America, Inc., announced acceptance of an application for membership of Artixo Productions, Ltd.



Members of the newly constituted Board of the Associated British Picture Corporation are, left to right, Howard Thomas, Erik Maxwell, Robert Clark, deputy chairman; C. J. Latta, managing director; Sir Philip Warter, chairman of the board; D. J. Goodlatte, J. H. McDonald, Bill Carlidge; and P. L. Burgin.



# AA Management Defeats Dissidents As Preferred Shareholders Battle

LOS ANGELES — A bid by a dissident group to seat five directors and replace top officials of the company in a preferred shareholders' proxy fight was defeated by the management of Allied Artists Pictures Corporation at the annual meeting. The management slate won 23,135 votes of preferred shareholders to the dissidents' 18,490.

There were nine seats on the board up for election. Under provisions of the company's articles of incorporation, preferred shareholders elect the majority of the board when the company is in default on six preferred quarterly dividend payments. The company missed its sixth in September. The dissident group concentrated its efforts on the majority nominees, stating it didn't have time before the election to solicit common shareholder votes.

The unopposed management slate of four directors named to represent common shareholders was easily elected by 732,814 of the 931,608 common share outstanding.

The principal dissidents in the proxy fight are Arthur Rupe, Los Angeles, and Thomas Shannon, Washington, D. C.

AA president Samuel Broidy presided over the meeting.

Net earnings of the company in the first fiscal quarter ended Sept. 30 were reported as \$266,000, up from \$244,000 a year earlier. Allied Artists has reported a net loss in five of the past 10 years, with the most recent annual report showing a deficit of \$5,029,147 at the beginning of fiscal 1964, and a deficit after reserve allocations for taxes, of \$5,363,474 at the end of the year.

Rupe said he hoped the closeness of the vote would encourage management to re-examine some of its policies, and Broidy replied that the board would be happy to entertain any "positive suggestions or proposals that would be in the best interests of the company."

## MCA Fellowship Awarded

UNIVERSAL CITY — Charles M. Kray, University of California—Los Angeles theatre arts student and actor, has been named recipient of the \$2000 MCA Graduate Fellowship in creative writing at that University.

The announcement was made jointly by Dr. Samuel Selden, chairman of the UCLA Department of Theatre Arts, and William Darrid, executive head of the MCA Theatre Department.

Kray, 36, is currently working for a Master's degree in playwriting at UCLA. He was granted the Fellowship on the basis of his over-all writing and academic performance.

## WB Holds Chicago Meet

CHICAGO—A three-day Warner Bros. regional meeting, bringing together the company's sales heads from the Eastern, Midwestern and Central states and Canada, was held in Chicago under the leadership of Morey (Razz) Goldstein, Warner Bros. vice-president and general sales manager.

Participating were Larry Leshansky, assistant to the general sales manager; Canadian general manager Haskell M. Masters and division sales managers Jules Lapidus of the East, Ralph Iannuzzi of the central division, Robert L. Conn of the Midwest, Robert E. Myers of Canada, and regional branch managers.

## Ernie Sands Appointed Head Of Will Rogers Raffle Sale

NEW YORK—A new phase has been added to the 1964 fund raising campaign of the entertainment industry on behalf of its Will Rogers Hospital and the O'Donnell Memorial Research Laboratories at Saranac Lake, New York, with the announcement of the appointment of Ernie Sands, Allied Artists sales head, to the chairmanship of a countrywide raffle sale starting the first week in January and concluding a few days before Easter, it was announced here by Henry "Hi" Martin, who is general chairman of this year's campaign.

The top prize will be a new four-door Chrysler Imperial. Also free air transportation to London and one week in a hotel for two. There will be 19 other substantial prizes which are now being committed to the campaign.

The first two phases of the 1964-65 fund-raising campaign, known as the "Research Drive," the audience collections in theatres from coast to coast—and the Christmas salute by industry employees. Both will be concluded by the time the third phase of the campaign gets underway, Martin noted in urging everyone in the industry to lend their support to this final activity to reach a record total in contributions.

## Coca-Cola Board Suggests Two For One Stock Split

ATLANTA—Following a meeting of the board of directors of The Coca-Cola Company, Lee Talley, chairman, announced that the board recommended, subject to approval by the stockholders at a special meeting to be held on Jan. 18, 1965, that the authorized common stock of the company be increased from 15,000,000 to 35,000,000 shares, and that each share of common stock issued and outstanding at the close of business on Jan. 22, 1965, be split two for one. The last split was in 1960, when the stock was split three for one.

After provisions for taxes and all other reserves, the consolidated net profit of the company for the first nine months of 1964 amounted to \$52,627,909, as compared with \$43,744,738 for the same period of 1963, an increase of 19.7 per cent. This is equivalent to \$3.71 per share, compared to \$3.10 per share for the same period in 1963.

Directors declared a quarterly dividend of 75 cents per share, payable on Dec. 15 to stockholders of record on Dec. 1.

## AGVA To Honor Lewis

NEW YORK—Jerry Lewis will be honored by the American Guild of Variety Artists with a special show business tribute and entertainment at the Winter Garden Theatre on Broadway on Sunday evening, Dec. 6.

Lewis will headline the all-star show, which will benefit the AGVA Youth Fund.

## Florida Friends Surprise FST Pioneer "Miss Flo"

JACKSONVILLE—Mrs. Flora "Miss Flo" Korch, who has served the motion picture industry for a longer period of time than anyone in Florida, was signally honored as a motion picture pioneer by scores of her friends at a surprise birthday party and luncheon held in the Studio Theatre on the seventh floor of the Florida Theatre Bldg.

After completing several years of industry work in Atlanta, Miss Flo came to Florida and began working for the parent company of the present-day Florida State Theatres on Oct. 21, 1923—more than 41 years ago. She came here at the invitation of Stephen A. Lynch, a showman in the early days of the industry whose theatre holdings later grew into Florida State Theatres, and has never regretted her move. Miss Flo has mainly won distinction in the industry not for her length of service, but for the high quality of her service as private secretary and confidential advisor to three successive presidents of Florida State Theatres, the late Frank Rogers; Leon D. Netter, who now lives in retirement at Bronxville, N. Y.; and Louis J. Finske, president for the past several years. Miss Flo, who three years ago became the first and only lifetime honorary WOMPI member in the history of the local WOMPI group, brushes off the years as though they were months and goes along with her many duties by being the first person to arrive for work in the FST home office each morning, among the last to leave for home at night, and busy between-times with no thoughts of shorter hours or retirement.

Chief conspirators in planning the surprise party for Miss Flo were president Finske and vice-president LaMar Sarra. Serving as hostesses at the smorgasbord luncheon were Anne Dillon and Mary Hart. A great pile of birthday greeting cards came to Miss Flo from the many admirers who hold her in affectionate esteem.

Out-of-town guests at the party included R. Cameron Price, former RKO manager for Florida, who lives in retirement at St. Augustine; Jack Mahon, general supervisor of the AB-PT entertainment complex at Weeki Wackee; Harry Botwick, FST supervisor from Miami; and Bob Harris, FST supervisor from Tampa. Other guests included Col. John Crovo, retired exhibitor of this city, who is also an early-day industry pioneer; Judge May, entertainment editor for the Florida Publishing Co.; managers of distribution offices, all members of the FST home office and warehouse staffs, and all local FST theatre managers. The event was covered in words and pictures by Judge May for the Florida Times-Union and by a newscaster from WFGA, channel 12 television.

## N. Y. Exclusive For "Poppins"

NEW YORK—Ely Landau announced he has made an unprecedented arrangement for Walt Disney's "Mary Poppins" to resume its New York run on Christmas Day at the Landau Company's new Cinema Rendezvous on an exclusive basis in the greater Metropolitan area. "Mary Poppins" comes direct from a record-breaking 7-week engagement at the Radio City Music Hall.

One of literature's most beloved and delightful heroines, Mary Poppins has added fresh laurels to Julie Andrews, who co-stars with Dick Van Dyke in the screenplay based on the P. L. Travers books.





Seen at the recent charity ball of New York Variety Club Tent 35 at the Waldorf-Astoria, which raised over \$10,000 for the Children's Heart Institute at the N. Y. Medical College, Flower, and Fifth Avenue Hospitals, were, standing, Chief Barker Jack M. Levin; Mrs. David Emanuel; and, seated, A. Schneider, Mrs. George Waldman, and Eliot Hyman.

## Kolinski Named Head Of Buffalo's Tent 7

BUFFALO—Anthony T. Kolinski, former manager of the Buffalo Warner Bros. exchange and now executive assistant to the president of Slotnick Enterprises in Syracuse, is the 1965 Chief Barker of Tent 7, Variety Club of Buffalo.

Kolinski was elected Tent 7 head by the new directors of the club. He was First Assistant Chief Barker in 1964.

Other new officers for 1965 are Albert J. Petrella, Councilman-at-large and 1964 Second Assistant Chief Barker, First Assistant Chief; Harry Berkson, B.&D. Enterprises and a 1964 canvasman, Second Assistant Chief; Peter Becker, Property Master and Myron Gross, Co-Operative Theatres, Dough Guy, which office he has held for eleven consecutive years.

The 1965 directors are Marvin Atlas, Peter Becker, Harold Bennett, Harry Berkson, Mel Berman, William Gregory, Myron Gross, Robert King, Anthony Kolinski, Francis Maxwell, Casper Mendola and Albert Petrella.

Kolinski, whose present duties with Slotnick Enterprises are in the Syracuse area, continued to reside in Buffalo, and is driving back and forth frequently between the two cities.

Kolinski started in the industry as a booker in the Milwaukee branch in 1953, leaving that company to accept a sales position with Universal in 1956.

He rejoined Warner Bros. as office manager and salesman in Buffalo in August of 1958 and was promoted to branch manager in Buffalo in January, 1961, which position he left in 1964 to accept the Slotnick post in Syracuse, where his duties involve the supervision of three first-run drive-ins in the University city and some 25 Carrol drive-in restaurants in the state.

## Para. Net Income Up

NEW YORK — Paramount Pictures Corporation reports estimated consolidated net income for the nine months ended Sept. 26 at \$5,826,000, or \$3.71 per share. In addition, there was a profit on sale of an investment and television station KTLA of \$8,250,000, amounting to \$5.26 per share, a total of \$14,076,000 or \$8.97 per share, based upon 1,568,656 shares outstanding. Comparative net income for 1963 amounted to \$4,638,000 or \$2.78 per share.

# The NEW YORK Scene

By Mel Konecoff

ACROSS THE LUNCHEON TABLE AT SARDI'S THE OTHER DAY, DIRECTOR George Seaton decried the industry's lack of concern with the problem of getting new blood in the production part of the business where it is needed the most, what with the average age in the creative end being 54. He has spoken to many others who believe as he does that newcomers must be trained and then allowed entry into the business, but few have done anything about the situation.

It would indeed be helpful if a foundation were set up to do films of merit which might not come off commercially, and he was sure that there was many a director or actor who had ideas on subjects of this nature gathering dust somewhere. He and partner Bill Perlberg have done what they can to help by allowing college students on the west coast entry to their sets whenever they are making pictures. Several promising people have emerged. He prefers private assistance along these lines rather than from the government because of the possibility of content direction should it ever become a government project.

Seaton was not of the opinion that tv was such a great training ground because they go at too fast a pace for trainees to learn. The only thing participants do receive there is exposure. The State Department has expressed an interest in what he and his partner are doing, and it is hoping to send in two trainees from abroad as observers the next time he makes a film. He wished that the industry were in a position to offer scholarships to promising people and that the unions could liberalize their regulations to permit wider entry and participation by newcomers with talent. He also wished that the unions would consider a plan to allow the companies to make three experimental films a year at reduced rates, perhaps \$400,000 each, in which only newcomers would participate. This would give them the opportunity to prove themselves, as did short subjects once upon a time.

He was in town to discuss future properties with MGM prexy Bob O'Brien, the campaign on his next, "36 Hours," which opens at Radio City Music Hall after Jan. 1; and to see some shows. He's considering two properties for his next, to start May 1, "Claim Check," based on an Art Buchwald column, and "Merrily We Roll Along," based on a play of years back. In between Jan. 1 and then, he expects to direct a Broadway play, "About William," by Henry Denker. Seaton-Perlberg have an eight pix deal with MGM.

**PRODUCTION NOTE: PRODUCER-DIRECTOR OTTO PREMINGER LAST WEEK** held a press conference at which he announced the acquisition of the film rights to "Hurry Sundown," a first novel by K. B. Gilden, in advance of publication. George Weltner, president of Paramount Pictures, who was also present, stated that his company will handle the world-wide distribution of the film. Whether or not it would be roadshown is something he couldn't say at this stage of the process.

The setting of the book that reads well over a thousand pages is rural Georgia just after World War II, and the story covers a broad canvas of lives, white and Negro, in the contemporary South. It will be published Jan. 8 by Doubleday and is the sole selection of The Literary Guild for January, which could mean that 200,000 copies may well be sold right then and there.

Preminger stated that rarely was he so impressed with a book, and he will commence shooting in August on location in North Carolina, which may be friendlier than Georgia, after he finishes principal photography on "Bunny Lake Is Missing" in England for Columbia release. He filmed his last five or six pictures on location because he finds it more satisfactory, and he prefers not to use professional extras but rather people inhabiting the area. Panavision and color will be utilized. He expects the film to play the Criterion the last week in January, 1966, after conferring with Charles Boasberg, vice-president and general sales manager of Paramount.

Incidentally, the author, K. B. Gilden, is a husband-and-wife team, Katya and Bert Gilden. Bert Gilden, we are told, was once a publicist at Warner Bros. and a founder of the Screen Publicists Guild pre-1941.

Preminger, who has a three picture deal with Paramount, has completed principal photography on his first, "In Harm's Way," and returned to the coast for some final action sequences. He expects this to open in New York in its world premiere at the DeMille and Coronet on April 7.

Preminger was questioned about a promotional idea he had for television to aid the industry, which consisted of having the industry sponsor a series of half-hour television shows which would plug forthcoming films and the people who made them or appeared in them. He claimed that he was "loused up" by MPAA officials. He is of the opinion that people are more interested in motion pictures than is generally believed. As regards pay-tv, he hoped that the outlawing of phone line use in California would be taken to the courts, expressing the opinion that it was disgraceful in a system of free enterprise.

**FRENCH FILM NOTE: FRENCH FILMS SHOULD BE BETTER KNOWN NEXT** year and should receive wider distribution if a campaign presently in the works gets going, according to Gilbert de Goldschmidt, member of the board of directors of the French Producers Guild and Unifrance, the equivalent of the American Motion Picture Association. While the French producers are generally happy with the way their pictures are distributed here, he sees increased activity on the part of the French Film Office here in 1965 to stimulate even greater acceptance of French product both here and in other areas of the world.

Specifically, he was here to help publicize his forthcoming "The Umbrellas of Cherbourg," a box office leader in Paris for 10 months, which is due to open here in December.



# LONDON Observations

By Jock MacGregor

NEVER HAVE I ATTENDED SO REWARDING A COCKTAIL PARTY AS THE ONE which the Associated British chairman, Sir Philip Warter, held for his directors, executives and the trade press. Our presences were requested urgently by telephone but no reason was available. On arrival there was conjecture. Opinion was that he would name a successor for Dr. Eric Fletcher, whom we all knew had had to resign as his deputy on becoming senior minister without portfolio in the Wilson government.

The suspense was short lived. Sir Philip said that he wanted us to hear first what he had to say. In a most charming manner he revealed how happy the board was about the honor paid to Eric, how they would miss his wise counsel and how production chief Robert Clark would succeed. He then observed how the business belongs to the shareholders and the staff and that the group is held in the highest repute in financial circles. "You would blush if you knew the fine way they talk about us," he added.

That is not enough for him. He plans expansion into new enterprises and said that he was taking advantage of the change to strengthen the board with young blood. He proceeded to promote to directorial status Jimmie McDonald, and added that he would be succeeded as company secretary by his brother, Willie, the chief accountant; Bill Cartledge who has worked his way up through all grades from theatre management; Howard Thomas, former shorts and newsreel chief who has done such a fabulous job as head of ABC TV.

Continuing, Sir Philip suggested they could over-do the "within the group" attitude in view of their increasing diversified activities and expansion and were bringing in P. L. Burgin, a partner in the firm handling their legal business for more than 20 years, and Erik A. Maxwell, of the Glasgow Heritable Trust and Companies Investment Trust, a son of their founder, the late John Maxwell.

Managing director C. J. Latta was delighted with the promotions particularly, the elevation of Robert Clark to the deputy chairmanship. He said how inspired he was by the organization and its wonderful manpower and indicated that there would be further promotions to the boards of subsidiary companies which would also please all. The appointments had been well kept secrets and it was good to see the genuine excitement and pleasure as individual congratulations were paid. I felt deeply privileged to have been invited to what was so much a family affair.

VCI'S GEORGE HOOVER MUST HAVE GOT A TERRIFIC KICK OUT OF BEING able to catch the November lunch presided over by Chief Barker David Jones. It was as spectacular as a convention special with Lord Mountbatten, the Lord Mayor and the 42 "Miss World" finalists as principal guests. More than 500 barkers attended. Three Sunshine Coaches to add to London's traffic problems and checks valuing some \$70,000 were given away. Mountbatten congratulated the Tent on its efforts—\$112,000 were raised in October—and revealed to the delight of all that the Royal Navy was sending the newest missile ship, HMS Kent, to San Francisco next May so that Jim Carreras could entertain aboard during the VCI convention. The beauties were distributed among the tables and I sat next to Miss Holland. She understood a little English, but not getting her name, I asked her to write it down. She did and added her address It was Renske Van Den Berg, Sunset Blvd., Hollywood, California. I did a double take and found that she is breaking in to movies. Incidentally, many are amazed that an independent company has told its executives to get permission before attending Variety and trade functions.

AT THE METRO HOUSE RECEPTION TO ANNOUNCE THE WORLD PREME OF Anatole de Grunwald's star-studded "Yellow Rolls Royce" in aid of the Newspaper Press Fund on December 30, Rex Harrison failed to show, but I found more than compensation in the presence of MGM's Arthur Pincus and National Allied's president, Jack Armstrong, who had been brought to London for his first visit to see the very important product that Metro is making here. There was no doubt that he was impressed by it. I kidnapped him and swept him off to the Dorchester to see another face of Anglo-American production. Columbia was welcoming home Irving Allen, who has been filming "Genghis Khan" in Yugoslavia and his stars, Stephen Boyd, Omar Sharif and Francoise Dorleac. Later, in the bar, we talked about business trends in the two countries and our mutual friend, Arthur Herzog, MPE's Detroit rep, and were joined by Brian Donlevy, who is making "Curse of the Fly" for Lippert-Jack Parsons here.

IF ONE FEELS DEPRESSED WITH THE INDUSTRY THERE IS NO FINER TONIC than to visit Jim Carreras and one may well find oneself being handed a gin too—Booth's High and Dry, of course. His enthusiasm for his two great loves, Hammer Films and VCI, is unlimited. He was revelling in the mailing piece which Warner Pathe's Alf Shute has prepared for "She," his most ambitious subject ever, when I called. Happy as he is with this picture, he believes he has another big winner in "Fanatic," which he is editing for Columbia. On the VCI front, he was delighted that the first American foundation had been won. The Eugene C. Eppley Foundation of Omaha, Nebraska, is giving a Sunshine Coach. Jim will next be in America in January.

THE SECRET OF "THE THIRD SECRET" ? OSCAR-WINNING PATRICIA NEAL has been cut from the picture, showing that not only beginners find themselves on the cutting room floor . . . Problem facing Bud Ornstein, UA's highly successful sponsor of product here, is whether the shooting in Sudan political situation will have eased sufficiently by February for the planned shooting there of exteriors for "Khartoum" which stars Burt Lancaster. . . TWA must be taking more advertising to plug their inflight movies than some distributors do for their releases. I have received several mailing pieces and streamers adorn many a London bus . . . Columbia's Mo Rothman and Robert Ferguson have been in town conferring, mainly on "Lord Jim," the '65 Royal Film Performance selection.



Ross Hunter signs contract to produce \$75 million worth of motion pictures for Universal as Edward Muhl, U vice-president in charge of production, looks on.

## Reade Managers Honored In Summer-Long Drive

NEW YORK—Winners in the summer-long drive by theatre managers of the Walter Reade-Sterling, Inc., organization, to improve the net profit of their individual houses, were announced by Nick Schermerhorn, circuit vice-president for theatre operations.

Cash prizes were awarded to seven managers for the general drive, and special exploitation awards went to five managers, Schermerhorn said. In the main contest, each manager competed against the 1963 net profit for his house, seeking to equal his 1963 net to win a base award, and bonuses for bettering the net. The exploitation prizes were for work on specific pictures.

Winners in the main contest were Mike Henry, Community, Toms River, N. J.; Ann DeRagon, Strand, Plainfield, N. J.; Harry Klein, Community, Morristown, N. J.; Al Goddard, Community, Kingston, N. Y.; Tom Klisuric, Shore Drive-In, Farmingdale, N. J.; Frank Dean, Eatontown Drive-In, Eatontown, N. J.; and Gordon Craig, 9W Drive-In, Kingston, N. Y.

Winners of the special exploitation-promotional awards were William Kanefsky, Community, Cherry Hill, N. J., for "Good Neighbor Sam"; Goddard, for "The Unsinkable Molly Brown"; Jon Doyle, Carlton, Red Bank, N. J., for "How The West Was Won"; Craig, "A Hard Day's Night"; and Joe Frankel, Majestic, Perth Amboy, N. J., for "What A Way To Go."

The circuit is currently holding its annual holiday season drive to secure holiday greeting trailers from local merchants, and sell theatre scrip books as holiday gifts.

## Britain Elects New VC Crew

LONDON—The Variety Club of Great Britain, Tent 36, elected Trevor Chinn, Bernard Delfont, Tim Holland, Clifford Jeapes, Jack Klein, David Kingsley, Billy Manning, Sefton Myers, Dickie Pearl, Kenneth Rive, and Wilf Whitby to form the crew for 1965.

Newcomers are Sefton Myers, property developer; and Wilf Whitby, of Max Factor. Bernard Myers did not stand for reelection, and was not named to this year's crew.



## ALBANY

Harold I. Tyler, Madison County Assemblyman since 1953, and former owner of the old Delphia, Chittenango, was reelected to the Lower House for another two year term. . . . The Strand, first theatre in Albany to show motion pictures in the so-called New York grand manner, celebrated its 44th birthday. At one time the house featured a symphony orchestra and a pipe organ; and played "The Jazz Singer," the first talking picture. . . . Radio station WTRY, Troy, rented Fabian's Palace for a Saturday afternoon rock and roll program by Bob Urbison and the Candy Men from Knoxville, Tenn. About 1800 admissions were racked at \$2.

## ATLANTA

The Reeves Broadcasting Corporation, New York, has been awarded a permit to build and operate a community antenna tv system in Aiken, S. C. Six thousand homes in that area will be served. . . . James M. Simpson has been appointed assistant manager of the Lenox in Knoxville, Tenn. . . . Martha Hall, secretary to branch manager Woody Sherrill, MGM, underwent surgery at Crawford Hospital and is recuperating at home. . . . Mrs. Ruby Tumlin, Benton Brothers Film Express, has been hospitalized. . . . Ron Ormond is currently filming "Return To Thunder Road" at Gunning, Ga. . . . A joint committee of theatre owners proposed resolutions honoring the memory of the late Willis J. Davis, public relations officer of the Wilby-Kinney Corporation; and the late Adolph C. Gortatowsky, Albany, Ga., a pioneer in the Georgia Theatre Owners organization.

## BOSTON

"My Fair Lady," the hottest picture in town, is running sold out at all performances at the Saxon Theatre on roadshow, 10 shows a week. . . . George L. Roberts, Rifkin Theatres, who's known as "the toastmaster of film row," and who is past president of the Greater Boston B'nai B'rith Council, named chairman of the 12th annual B'nai B'rith Covenant Breakfast at Sidney Hill Country Club. . . . Circle Theatre at Cleveland Circle in Brighton on the Brookline-Boston line, has been acquired by Restone Theatres through its subsidiary, National Amusements, Inc. It's the last built of the larger neighborhood houses in metropolitan Boston. It was sold by American Theatres Corp. (ATC) for an undisclosed sum. . . . Arnold Van Leer, former Paramount exploitation chief, now in the advertising business, back at his desk after hospitalization for an ulcer. . . . June Wilkinson hosted at a press party at the Ritz by Sack Theatres for her film, "The Candidate" at the Capri, which is being billed as "Party Girls and the Candidate." Ellis Gordon is the distributor. . . . Sam Richmond Films has a new series of MGM reissues which he is bringing to the attention of exhibitors in the territory. . . . Jack Markle, exploitation head of Columbia Pictures here, is back in town after campaigns in the South.

## BUFFALO

James J. Hayes, manager, Cinema, downtown Buffalo, past chief barker of Tent 7 and the manager who was local chairman for the 1964 convention of Variety International, will be honored at a testimonial dinner on Nov. 30. . . . Loew's Theatres, for 25 years operators

of Loew's Rochester, now under demolition to make way for a giant office building, will operate the new 1,200 seat theatre to be built at 3400 Monroe Avenue, Pittsford, N. Y., immediately opposite the Pittsford Plaza Shopping Center. The model theatre, which will be the hub of the shopping center, will be known as Loew's Pittsford. . . . The Very Rev. John E. Pallas, chaplain for 18 years of Tent 7, Variety Club of Buffalo, soon leaving Buffalo to become pastor of a Long Island church, told local barkers at a farewell luncheon in his honor that he had found the organization is not only the heart of show business but also "the heart of true, unadulterated service." . . . The name of her film is "Pajama Party," so Patti Chandler visited Buffalo the other day in her pajamas—the shortie variety. Patti held forth at a variety of press and radio interviews, all the while wearing her "costume." She appeared at Shea's Teck where the film is playing in a joint engagement with the Aero, Sheridan, and Star drive-ins, all of which she visited while in town. . . . The other day in promoting his Shea's Buffalo attraction, "Where Love Has Gone," Frank Arena, city manager for Loew's in Buffalo, offered radio station WBEN 1,000 guest tickets to a special preview of that attraction, provided the station could promote and distribute the tickets. The job was given to Van Miller and "Norman Oklahoma," stars of the Van Miller radio show. Within three days the ticket supply was exhausted. . . . The Buffalo Cinema Club held its Fall Film Festival in the Windemere Boulevard School. The festival was a presentation of non-professional movies and admission was free. . . . Bob Olin, film carrier, is the newest member of Tent 7, Variety Club of Buffalo. . . . There was a large crowd of barkers in attendance at the dinner testimonial staged by the Variety Club in honor of Tony Kolinski, former manager of the Buffalo WB branch and now executive assistant to the president of Slotnick Enterprises in Syracuse, and Jere Spandau, retired member of the local Universal sales staff. Myron Gross and Nate Dickman were co-chairmen of the event. . . . Manager Joe Garvey, Schine's Granada, announces that there will be a special treat for the ladies at the western New York premiere of "My Fair Lady," on Dec. 23, sponsored by the Buffalo Variety Club. Garvey has arranged with the Jense Department Store to present a "My Fair Lady" Fashion Show preceding the performance. . . . Norman Pader, field representative for MGM, gave a talk and showed a film segment from "The Young Lovers" at the State University of New York at Buffalo. Participating in the session were the students of the Drama Workshop. "The Young Lovers," was current at the Paramount at the time of this excellent promotion. . . . On Monday, Nov. 30, Variety Club will stage a testimonial dinner in honor of James J. Hayes, past chief barker, manager of the Cinema, and the man who did a great job as chairman of the convention in Buffalo this summer of Variety Clubs International.

## CHARLOTTE

A committee report criticizing motion pictures and other mass media for "the exploitation of man and society" was presented to the North Carolina Baptist State Convention at its annual session in Greensboro, N. C., and was accepted as information without discussion. It singled out what it termed lewd motion pictures, magazines, and tv "thrillers" which present sex, sadism, violence, debauchery, and conversation with candor and supposed realism. There was no immediate public

reaction by motion picture exhibitors, but directors of the North Carolina Association of Broadcasters, at a meeting at Burlington, N. C., labeled the report "an unwarranted, unfair attack," and called on Baptists to reject the reports "in the interest of truth and fair play." . . . Mayor Stan R. Brookshire, Charlotte, announced appointment of attorney Paul Ervin to head a citizens' committee to combat obscenity in written, oral, and visual forms, including magazines and motion pictures. He said about 25 other citizens will be appointed to serve with him on the committee. Appointment of such a committee was requested recently by various ministers and church groups.

## CHICAGO

Michael Todd, Jr., is reputed to be negotiating a rental deal with Sheldon Smerling for his Michael Todd and Cinestage theatres. Smerling, holder of an interest in Cinerama theatres throughout the country, including Chicago's McVickers Cinerama, is considering one of Todd's houses for plays and the other for movies. . . . Msgr. Thomas Little, Legion of Decency director, is establishing a local affiliate center for film study in Chicago. . . . Harper theatre opens under Bruce Sagan management. . . . Women's Variety Club of Illinois sponsored a Hallowe'en party for Variety's membership at the clubroom in the Pick-Congress hotel. . . . Evanston, Ill., Department of Parks and Recreation is sponsoring a series of family movies on alternate Friday nights in the Boltwood Community Center. . . . Gene Murphy, chairman of heart committee, Variety International, has joined Cooper Golin publicity agency, Chicago. . . . Sig Sacowitz held a private screening of "Roustabout" for his Mothers Fan Club. Sig also will present a screening of "Father Goose." . . . John H. Bull, 68, driver for National Video Corp., died of a heart attack. . . . The Illinois Supreme Court dismissed an appeal by defendants, including Meyer Levin, who lost a libel suit brought by Nathan Leopold. The circuit court ruled last April that Leopold was libeled in a book, play, and motion picture entitled "Compulsion," written by Levin. Leopold sued for a total of

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\$1,405,000 damages, naming defendants Levin; Simon and Schuster, Inc., publishers; Pocket-books, Inc.; producer of the movie; and a number of theatres that showed the film. The lower courts ruled Leopold entitled to damage and ordered his attorneys to request a hearing on the amount. . . . G. E. Phillips, owner, Howard Theatre Building, Chicago, and Pickwick Theatre Building, Park Ridge, Ill., died at 74. Phillips leased out the Howard, but his son-in-law managed the Pickwick. He was founder of Phillips Co., manufacturer of jellies and jams. . . . Herb Elisberg, owner of the Rockne, reports that coin shortage in theatres is getting bad. Rockne management is asking patrons for exact change. Merchants fear harm in Christmas season due to coin shortage. . . . Sydney Harrison, 69, manager, Goodman-Harrison Theatres, died at St. Joseph hospital. Harrison formerly owned the Armitage. Survivors include three sisters and a brother. . . . Diana Leah De Vry, daughter of William C. De Vry, pioneer in 16mm films, will marry James Foster Dennis on Nov. 28.

Jack E. Silverman, Essaness Theatres, and William R. Sickinger, Hull House theatre are new members of Chicago Variety Club. . . . Chicago Censor Board reviewed 67 films in October, 29 of which were foreign. Two films were rejected and three labeled "adult." . . . Negotiations are reputedly underway between Sheldon Smerling and Michael Todd, Jr., for an interest in Todd's Cinestage and Michael Todd theatres here. . . . Maurice O. Wells, pioneer exhibitor and distributor, died recently at Columbus Hospital here after a lengthy illness. He leaves surviving his brother Harry. . . . Ernest Bashford, well known concession executive, has passed away. He leaves surviving a wife and three children. . . . David Wallerstein, president of Balaban and Katz, was a recent visitor in New York, where he held conferences. . . . Newly elected officers of Chicago's Variety Club are Vic Bernstein, Allied Artists, chief barker; Harry Lustgarden and Arthur Holland, vice-presidents; Harry Balaban, treasurer; and George Regan, property master. Bernstein told membership that the club has collected over \$100,000 for La Rabida Sanitarium. . . . Sears, Roebuck and Co.'s Chicago stores are taking orders for first run films for loop theatres. . . . Robert L. Patterson, Playboy Club and Theatre Group, named manager of newly opened Playboy St. Louis club. Theatre project also planned in St. Louis territory. . . . Allied Video and Antenna Corporation has been organized by B. B. Boynton, Springfield, Ill. . . . Carl J. Kozlik, director of special events for Theatre Color-Vision Corp., which pipes Bears football games into movie theatres, continues to be optimistic despite the closing of its service in two houses, Lake, Oak Park, Ill., and Capitol, Chicago's south side. The Aire Crown, McCormick Place, and the Uptown, north side, showed the closed circuit telecast of the Bears vs. Colts game, played at Wrigley Field, on Nov. 8.

## COLUMBUS

Tentative plans for a 5000 seat amphitheatre on the Scioto River in the downtown area were announced by City Councilman Robert Southwick. The amphitheatre would be located on the river bank in front of Central High School, across the river from the theatre area, and used for concerts, meetings and civic events. Southwick said city, state and federal funds may be available for the project as well as other plans for improving the riverfront. . . . Miles' Scioto Drive

auto theatre site will be transformed into an \$8 million apartment development, if plans are approved by Upper Arlington City Council. Mrs. Ethel Miles has given up her lease on the property, which has been acquired by Jules Schwartz, Cleveland builder. The other Miles drive-in theatre continues in operation. . . . Edward Kennedy, manager of Northland Cinema, was elected a trustee of the newly-organized Northland Merchants' Association. The membership meeting was held at Northland Cinema in the Northland Shopping Center. . . . Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio, announced that the newest member of ITOO is Ben Cohen of the Holiday Amusement Co. in Cincinnati.

## DALLAS

Bill Slaughter, assistant general manager of Rowley United Theatres, was elected Chief Barker of the Variety Club of Dallas. Other officers to serve during 1965 are Bill Williams, First Assistant Chief Barker; Walter Morgan, Second Assistant Chief Barker; Meyer Rachofsky, Dough Guy and Kyle Korex, Property Master. Slaughter succeeds Joe Jackson, head film booker for Interstate Theatres, who has been Chief Barker for the past two years. The election was held by the recently chosen "crew" at the Dallas Variety Club headquarters in Holiday Inn Central. Also approved was an order for a fourth Dallas Variety Sunshine Coach which will be bought by funds from the club's sponsorship of the Dallas premiere of "My Fair Lady" at the Tower. . . . Film star, Robert Taylor is expected to approve one picture deal submitted by Larry Buchanan, local producer. The production of the film will begin around the first of the year and will take place at Happy Shahan's ranch at Bracketville. . . . The Dallas Public Library will open its 11th season of public motion picture showings at 8 p.m. on Wednesdays in the downtown auditorium. The ten monthly programs, November through August, are presented by the library's audiovisual department and are open to the public without charge. . . . Bobbi Shaw, who makes her film debut in "Pajama Party," was escorted around town by Spence Steinhurst, publicist for American-International Pictures. . . . Russell Brown, manager of the Universal film exchange in Seattle, Wash., was a recent visitor here. Brown was previously associated with several exchanges in Dallas. . . . The Dallas Times Herald Magazine Section did an illustrated feature on the Majestic, which was opened Oct. 30, 1905, by Interstate Amusement Co., and burned in 1916. Shows were transferred to the Opera House until the present Majestic was completed in 1920. The information and story was provided by W. R. Conger, president, Dallas Philological Society.

## DENVER

A fire, said to have originated in an adjoining building, did considerable damage to the West, Gunnison, Colo., according to Jack Fleming, general manager, Atlas Theatres, owners of the house. Reopening date has not yet been set as booth and sound equipment is a total loss. . . . Oscar Galanter, booker at MGM, is back at his desk after having been hospitalized. . . . Mr. and Mrs. Robert Tankersley, Western Services and Supply, have a new baby son—Anthony Carl. . . . The Palm, Bayard, Nebr., is being reopened by Carl Reifschneider. Former owner Owen Anderson is acquainting the new owner with its many details of operation. . . . Pete Anselmo, manager, Paramount, had a good turnout for his

special 6:45 a.m. breakfast show of "Send Me No Flowers." Coffee, doughnuts, and juice were served to the early risers. . . . Genial Ralph Batschlet, manager, Fox Denver, has been selected as master of ceremonies for the Rocky Mountain News' annual Golden Wedding Party in which the newspaper fetes and entertains half century long married couples from all over the Rocky Mountain area. . . . After a prolonged illness, Marguerite Adrial, Peak 8, Breckenridge, Colo., is back on the job. . . . Very little time is left to make reservations for the Boys' Night Out Party Dec. 8 at the Tropics, says Ray Davis, chairman of the popular event which is always a high light of the Rocky Mountain Motion Picture Association's calendar of events.

## DETROIT

The fourth and most successful Michigan Star Ball and International Dance Championship has attracted over 2,000 persons. Director and directress Jack and Joana Barnes will again contribute the proceeds to the Variety Club Growth and Development Center, Childrens Hospital of Michigan. Reproduction of three letters were contained in the program. The first from Governor George Romney of Michigan which contained the passage: "It has been my pleasure to twice proclaim Variety Weeks in Michigan in recognition of services rendered by this organization." In his letter, Mayor Jerome P. Cavanagh wrote "We (the citizens of Detroit) want to acknowledge the generous donation of the Ball's proceeds to the Variety Club's Growth and Development Center." The Barnes' letter also expressed appreciation of Tent #5. . . . Dr. (Richard Chamberlain) Kildare appeared here in Cobo Hall as part of "Careers in Rehabilitation" conference, held by the National Society for Crippled Children and Adults.

Another celebrity was Barbara Stanwyck, who came for the occasion of a City of Hope Champagne dinner dance at the Sheraton Cadillac. It was Miss Stanwyck's first visit to this city in 25 years. . . . Barkers at the Variety Club of Detroit who were cocktail-sipping were surprised when the substantial form of Sebastian Cabot materialized at Tent #5. Without publicity he has been making sales training films at the Jam Handy studio for Westinghouse.

## HOUSTON

Local theatre goers now have the opportunity to see the movie or stage version of "My Fair Lady." The movie version is on the screen of the Tower while the stage version is being presented by Theatre, Inc., here. . . . Pat O'Brien is currently appearing at the Continental Room of the Shamrock Hilton Hotel. O'Brien observed his birthday on his arrival here on Veterans Day. . . . George Christian, columnist for the Houston Post, ran a drawing of "Race Day at Ascot" in "My Fair Lady" by Al Hirshfeld in his column about the film with an offer to send an album to the first person finding the name "Nina" hidden in the drawing. The album was a soundtrack recording of the songs from the film. . . . The opening night, Nov. 11, Nov. 13 and Nov. 15 showings of "My Fair Lady" at the Tower were sold out far in advance. The Cystic Fibrosis Research Center sponsored the Friday night showing with a number of local radio and television personalities present. The Sunday 8:15 p.m. showing was sponsored by Beth Yeshurun Synagogue. . . . Bill White was still buried alive at the King Center D-I and patrons who are unable to come



in and see him are invited to call him over the telephone at a special number which is linked to his "grave" at the ozoner. . . . Cy Howard, former Houstonian, and now a writer in Hollywood, was a visitor here after an absence of many years. Howard has just completed a film script for Frank Sinatra, "Community Property."

## JACKSONVILLE

Howard Pettengill, Miami advertising executive, spent a few days here working on advance exploitation programs for AIP's "Pajama Party" and Columbia's "First Man IN the Moon." . . . Mrs. Edith Graft, who recently acquired the Florida, Groveland, has changed its name to the Groveland and has secured the services of the local Tomlinson Co. as her booking agent. . . . Tom Sawyer, FST home office advertising and exploitation chief, proudly passed out cigars to his friends for the third time in the past six years as Mrs. Sawyer, the former Rita Meehan gave birth to their third child, a boy named Scott Sawyer. . . . A WOMPI benefit dance has been scheduled by the group's social committee for the night of Saturday, Dec. 5, at the suburban Arlington Club. Tickets for the dance are being donated by Orrell W. Prevatt, night doorman at the Imperial, who is a specialist in the printing of business cards and programs. . . . Marvin Skinner, who books for the new Brandon, Brandon, attended the theatre's grand opening. . . . Edwina Ray, FST home office, has been appointed to the bulletin committee of WOMPI International. . . . The Alachua, Alachua, formerly operated by Carl Land, has been reopened by Mr. and Mrs. J. D. Williams. . . . WOMPI members here are donating complete Thanksgiving dinners to the 66 aged residents of Rosewood Haven, and a group of WOMPI's will be on hand to serve the dinners in person. . . . W. L. "Bill" McClure, Universal manager, returned from a special advance promotional screening of "Father Goose" held in Miami. . . . Robert Jones, assistant to Marty Shearn at the Center, spent two weeks at the downtown Imperial as relief manager. . . . The Motion Picture Charity Club's third annual invitational golf tournament, held on Veteran's Day at the Jacksonville Beach Country Club, attracted a banner number of participants from the industry's exhibition, distribution, and service branches, with players from the Columbia office romping off the links with three of the four major prizes. Champion golfer of the day was Ed McLaughlin, Columbia manager, who netted the lowest handicapped score and won a complete golfer's outfit worth \$450. Also playing it cool was Ernie Pellegrin, Columbia office manager, who was awarded a \$60 golf bag for his second lowest score. Marvin Schubert, Columbia salesman, appeared to believe that a high score would be to his advantage and he was right as he garnered the booby prize—a good set of irons for further practice—after dubbing his way around the 18-hole course with 147 strokes. The fourth prize, the coveted president's trophy, fell to the golfing skill of Harold Spears, Jr., general manager of Floyd Theatres, who turned in a low gross score of 73. The annual tournament is carried on mainly through the efforts of Carl Floyd of Haines City, head of Floyd Theatres. Co-chairmen were Robert Capps, MGM manager, and Jennings Easley, MGM booker.

## MIAMI, FLA.

The Supreme Court is studying an appeal on a decision concerning a sale of theatrical films



Manager Bill Kanefsky and cashier Catherine Ciccarelli, Walter Reade's Community, Barclay Farm, Cherry Hill, N. J., as "Mr. and Mrs. Huckleberry Hound" joined the revellers at the recent Halloween masked party for small fry at the theatre.

made in Miami to television. Original decision went against Dave Fleischer, operator of a cartoon studio in Miami, some 30 years ago. Fleischer is protesting the right of Paramount and other film distributors to dispose of his films. . . . E. M. Loew lost his anti-trust suit involving his Miami Drive-In in Federal District Court. Loew had charged conspiracy to prevent his getting first run films for the drive-in. The case has been pending since 1956. . . . Filming is scheduled to begin Dec. 1 on Bert Caudle's production of "Skin Deep" in Luke Moberlye's Davie, Florida, studios. Another Greater Miami production company, Berney Productions, has completed the musical "Once Upon a Coffee House." . . . Mrs. Lillian C. Claughton, head of the Claughton Theatre enterprises, has appointed C. D. Crawford as supervisor of theatres in the Claughton Chain. Crawford, 20-year veteran, has assumed the responsibilities and duties of the late Curtis H. Miller, and will direct publicity and promotion. Crawford, previously a vice-president and general manager of a West Virginia theatre chain, was assistant to Miller. Crawford's father was a pioneer in the industry back in the nickelodeon days. . . . Joe Feeney, Plaza, Hollywood, for the second time was a quarterly winner in Wometco's "Manager-Plus" contest. Joe, who is now at the Davie Blvd. D-I, Ft. Lauderdale, received \$50 tax paid for himself, and a bonus of \$25 tax paid for his wife. . . . A course in theatre management and business administration has been announced by Dr. Delmar E. Solem, head, University of Miami Drama Department. Robert E. Ankrom will be in charge of the course, which will accent the "business" side of show business. In addition to work in theatre management at Ohio University, Playhouse-on-the-Green, Worthington, Ohio, and Monomoy Summer Theatre, Cape Cod, Ankrom has also been active in summer stock productions. . . . Managerial shifts include David Harris from assistant, Coral, Coral Gables, to manager, Lake, Lake Worth. Sam Badamo has gone from the Sheridan, Miami Beach, to the Florida, downtown Miami. . . . With the Christmas opening of "Goldfinger" in the offing, Ralph Puckhaber, Florida State Theatres' publicity staff, is busy letting Miamians know about it. A press luncheon was held where Shirley Eaton, the "Golden Girl" of the film was introduced, along with the world's tallest (6' 9") press agent, Tom Carlile. Despite Miss Eaton's "breeze-through" trip of only about 20 hours, she also made an appearance on the popular Larry King show. . . . For the film, "The Lively Set," playing at Florida State Theatres, teen-agers were invited to send post cards to star James Darren. The girl who sent the "cutest" card won the

prize of a long-distance phone conversation with Darren in California. . . . A caption contest in the Miami News to promote "Woman of Straw" offered tickets to the film at Florida State Theatres and got a good response. . . . Publix Markets in Dade, Broward, and Palm Beach counties offered special theatre discount coupons to its customers, good for a 15 cent discount on any child, student, or adult ticket, to the Walt Disney's "True Life Adventure" Festival. Six weeks of Disney programs in color are being offered at the Florida, Ft. Lauderdale; Palms, West Palm Beach; and Coral, Coral Gables.

## KANSAS CITY

A series of four benefits, an ambitious theatre decorating project and an unprecedented advance all point to the scope and depth of the campaign with which Durwood Theatres is launching "My Fair Lady," Dec. 24 opener in the Capri Theatre here. Including house scale of \$3,000 per benefit, the advance could easily hit \$30,000, according to Stanley H. Durwood, circuit president. Another \$30,000 is the combined goal of the four benefits, scheduled as follows: Dec. 20, Kansas City Section of National Council of Jewish Women, \$6,000; Dec. 21, Plaza Merchants Association and WDAF-TV-AM-FM for the University of Missouri at Kansas City, \$15,000; Dec. 22, Downtown Rotary Club, Youth Budget, \$7,000; Dec. 23, Heart of America Law Enforcement Organization and KMBC Radio 98 for Bar-H Boys Ranch, \$3,000. The black tie event in behalf of U.M.K.C. will feature the sale of 293 "gold seats" at \$50. Holders of these tickets will be bussed to the theatre from WDAF and back, and feted with a champagne supper in the station's television studio. In a tie-up with Harzfeld's, a leading specialty store, giant atomizers mounted at the front of the theatre will scent the air with cologne each evening for the first two weeks of the run. A costumed flower girl will purvey nose-gays to the ladies—gratis at the benefits; at nominal cost through Christmas week. In keeping with the advance art and posters from Warner Brothers, the Capri lobby and outside front will be dressed up in high-style frills and furbelows in "lovely lavender" shades with decorative parasols much in evidence. Even though tickets for regular showings are not yet being offered to the public, the Capri almost daily is receiving mail orders for tickets, M. Robert Goodfriend, Durwood general manager said. He added that a key point in the advance campaign is Nov. 29 when the first newspaper ad appears. Regular ticket scale has \$3 top.

## MEMPHIS

The end of November will find two new theatres here. The new Paramount Gulf in the ultra Eastgate Shopping Center was to open on Nov. 19, announced Alex Thompson, district manager for the chain. The 880-seat house has "Send Me No Flowers" as the opener. Warren L. Moxley, Sr., has taken a short-term lease on the downtown Strand. This old house was formerly a Paramount Gulf operation. Moxley has operated several theatres in Arkansas, and presently owns the Savoy, Blytheville, Ark. Moxley plans to operate the Strand as a subsequent-run house. . . . Woodrow McCord has purchased the interest of his partner, C. C. Pierson, in the Parvin, Evening Shade, Ark. Also in Arkansas, the Jacksonville Drive-In, Jacksonville, has closed for the season. . . . In Kentucky, the Paducah Drive-In, Paducah, has closed



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until warmer weather. . . Howard Nicholson, owner, 51 Drive-In, Millington, Tenn., had to vote on Nov. 3 riding in a wheel chair pushed by his wife Beverly. As a result, he was the subject of a picture entitled "Voting Is Important to Howard Nicholson" in the Millington paper. Nicholson was injured in a fall from the marquee of his drive-in. . . Malco's manager, Elton Holland, reports his early-bird movies are flying to success. The 9:30 a.m. shows are sponsored by a neighboring department store that gives free tickets. The attendance started with 350 in late September, but is greatly increased now. Soon there will be fashion shows on stage before the movie, coffee in the lobby, and several other additional attractions, plans Holland, who believes the shows have encouraged downtown shopping and movie attendance.

**NEW HAVEN-HARTFORD**

Entertainment facilities—actual physical structure undisclosed—are included in a 10-year development of 135 acres of Farmington, Hartford suburb, at an estimated \$45 million cost. James S. Minges & Associates are mapping long-range plans of the Talcott Park project. . . Lou Cohen, retired Loew's Palace, Hartford, manager, and his wife Rose marked their 45th wedding anniversary the other evening by driving out to the University of Connecticut campus to say "Hi!" to granddaughter Linda. . . Victoria Brodeur is new cashier at Eddie Lord's Palace, Norwich. Alfred Baldwin, formerly on the theatre staff, is now working for the Norwichtown Motel. . . MGM's Connecticut branch has moved from 1890 Dixwell Ave., Hamden, to 254 College St. (Stanley Warner Building), New Haven. Staff consists of branch manager Connie Carpou, plus Carmela Aprea, Leon Jakubson, Mary Worstell, Molly Smith, Herman Miller, Raymond Cairns, and Roger Goldberg.

**NEW ORLEANS**

The Airline Drive-In, Baton Rouge, La., damaged in a recent hurricane, will remain closed indefinitely for rehabilitation. . . The Echo Drive-In, New Iberia, La., also damaged in a recent hurricane, reopened. . . Gulf States Theatres' Do Drive-In, Metairie, La.,

which suffered damage to a screen tower in a wind storm, resumed operations. . . Legal matters have postponed the reopening of the Rex, DeKalb, Miss., by Mrs. B. W. McKee, recent purchaser. . . C. E. Martin suspended until spring, shows at the Auto Vue Drive-In, Lorman, Miss. . . Aubrey Lasseigne, owner-manager, relighted the Arcade, Patterson, La. . . Caroline Sutter, secretary to 20th-Fox branch manager Jerry Kennedy, announced her engagement. . . Nicholas Herkes, 52, Film Inspection Service employee and a member of Local Union B-57, died suddenly at his home. . . Local WOMPI feted Mrs. Lee Nickolaus, president, and Mrs. Marie G. Berglund, corresponding secretary, International WOMPI, at a recent Sunday afternoon reception given in their honor by the local club's social committee. . . Shirley Eaton, the "Golden Girl" of UA's "Goldfinger" was in and hosted and toasted at a luncheon at Brennan's Restaurant. UA's press representative Addie Addison accompanied her on a round of personal appearances highlighted by one at Al Hirt's Bourbon Street Club, where an all gold style show was featured and at which Miss Eaton wore a 24-carat gold thread evening cape.

**PHILADELPHIA**

Martin B. Ellis announced plans for the construction of two new drive-ins in the Chester, Pa., area. One will be located on 25 acres of ground at the terminus of the Chester Expressway and the Blue Route directly in back of the present Chester Pike Drive-In, alongside the Chester City Line. The present drive-in will eventually be eliminated by the Chester Expressway and the Ellis interests have owned the adjoining property in anticipation of the new Highway Route affecting the theatre. The second drive-in will be built on the opposite side of Chester on Route 322 just off the new Chester Expressway at Boothwyn. . . G. L. Henick, owner, Italia, Philadelphia; Congress, Marcus Hook, Pa., and former lessee of the Oak, Oxford, Pa., has purchased the latter house. . . The new telephone number of Variety Club, Tent 13, is PE 5-0803.

**SAN ANTONIO**

Personnel at Kelly Air Force Base may order tickets to the showing of "My Fair Lady," which opened a road show engagement, at regular prices through the Civilian Welfare Office. . . Big John Hamilton, local restaurateur-actor, is scheduled for a role in a forthcoming John Wayne spectacular. Also in the cast will be Texan Chill Wills. . . Renwick Carey, columnist for the San Antonio Light, attended the preview showing of "My Fair Lady" in Hollywood. Carey was on his annual vacation. . . American International Pictures starlet Bobbi Shaw arrived in San Antonio for the opening at the Texas of her debut film, "Pajama Party." Miss Shaw saw herself in the film for the first time. She remained in the city attending autograph parties at several local shopping centers and stores as well as visiting the children's wards at several local hospitals. The starlet is on a 19 day publicity tour of Texas. . . Alvin Krueger, manager of the suburban Laurel, will open the "Golden Operetta" series from Metro-Goldwyn-Mayer at the end of the run of "Becket," which has opened its first return showing. . . For the fifth consecutive year, the "Yiddische Velt" (Jewish World) group of Agudas Achim Synagogue will sponsor a Yiddish Film Festival to be presented for the general public in the Katz Auditorium.



# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107



NOVEMBER 25, 1964 SECTION TWO VOL. 72, NO. 19

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
- 815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basli Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- 822 COMMANDO—MD-98m.—Stewart Granger, Dorlan Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the dualers
- A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry
- ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- A12 GODZILLA VS THE THING—FAN-90m.—(CS; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
- A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Marla Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- A14 PAJAMA PARTY—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd
- PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
- A07 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry
- 823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- A08 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer

### TO BE REVIEWED

ATRAGON—(C; S)—Japanese-made  
 CITY IN THE SEA—Vincent Price, Susan Hart, Tab Hunter—English-made  
 CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian-made  
 DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers  
 FEAR—Boris Karloff  
 GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff  
 ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester  
 LAST MAN ON EARTH—Vincent Price  
 LAST TOMB OF LIGEIA, THE—(S; C)—Vincent Price  
 NAVAJO RUN—Johnny Seven, Virginia Vincent  
 OPERATION SNAFU—Sean Connery, Stanley Holloway  
 SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele  
 SOME PEOPLE—(C)—Kenneth More  
 TABOO—(C)—Narration by Vincent Price—Italian-made Documentary  
 UNEARTHLY STRANGER, THE—John Neville  
 UNDER AGE—Anne MacAdams, Roland Royter

### BUENA VISTA

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
- 153 MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
- 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
- 156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry
- 158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patten, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue
- TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette
- THOSE CALLOWAYS—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing
- 151 THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGouhan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- Advance To The Rear . . . . . A2 MGM
- Adventures Of Scaramouche . . . . . Emb.
- Act One . . . . . A2 WB
- Affair At The Villa Fiorita, The . . . . . WB
- Agony And The Ecstasy, The . . . . . Fox
- America, America . . . . . A3 WB
- Americanization of Emily, The . . . . . B MGM
- Amok . . . . . A1 Fox
- Amorous Adventure Of Moll Flanders . . . . . Par.
- Apache Rifles . . . . . A1 Fox
- Ape Woman, The . . . . . A3 Emb.

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



- Aphrodite, Goddess Of Love .. A2 Emb.
- Archangels, The ..... Emb.
- Art Of Love ..... U
- Atragon ..... A-1
- Avenger, The ..... For.

**B**

- Baby, The Rain Must Fall ..... Col.
- Back Door To Hell ..... Fox
- Barbarian's, The ..... For.
- Bedtime Story ..... A3 U
- Bear, The ..... A1 Emb.
- Behold A Pale Horse ..... A2 Col.
- Beauty And The Body ..... Misc.
- Bebo's Girl ..... Cont.
- Becket ..... A3 Par.
- Bedford Incident, The ..... Col.
- Best Man, The ..... A4 UA
- Bikini Beach ..... A3 A-1
- Billy Liar ..... A3 Cont.
- Black Duke, The ..... For.
- Black Like Me ..... A4 Misc.
- Black Spurs ..... Par.
- Black Sabbath ..... B A1
- Blind Corner ..... A3 U
- Block, The ..... Misc.
- Blood Feast ..... Misc.
- Blood On The Arrow ..... A2 AA
- Blood On The Balcony ..... For.
- Bomb In High Street ..... For.
- Born Free ..... Col.
- Boy Ten Feet Tall, A ..... Par.
- Brass Bottle, The ..... A1 U
- Bridge On The River Kwai, The RE ..... A1 Col.
- Bridge To Glory ..... For.
- Buddha ..... A3 UA
- Bullet For A Badman ..... A2 U
- Bunny Yeager's Nude Las Vegas ..... Misc.
- Bus Riley's Back In Town ..... A3 U

**C**

- Caddy, The-Re ..... A1 Par.
- Carpetbaggers, The ..... B Par.
- Cartouche ..... A3 Emb.
- Casanova '70 ..... Emb.
- Castle Of Blood ..... Misc.
- Cat Ballou ..... Col.
- Ceremony, The ..... A3 UA
- Chalk Garden, The ..... A2 U
- Cheyenne Autumn ..... A1 WB
- Children Of The Damned ..... A2 MGM
- Circus World ..... A1 Par.
- City In The Sea ..... A-1
- Clarence The Cross-Eyed Lion ..... MGM
- Cleopatra ..... B Fox
- Code 7, Victim 5 ..... A3 Col.
- Collector, The ..... Col.
- Comedy Of Terrors, The ..... B A1
- Commando ..... A3 A-1
- Congo Vivo ..... Col.
- Conquered City ..... A1
- Contempt ..... C Emb.
- Cool World, The ..... A4 Misc.
- Crack In The World ..... Par.
- Crawling Hand, The ..... Misc.
- Crazy Desire ..... B EMB
- Crimson Blade, The ..... A1 Col.
- Curse Of The Living Corpse, The ..... B Fox

**D**

- Dark Purpose ..... A2 U
- Day And The Hour, The ..... A2 MGM
- Day The Earth Froze ..... A-1
- Dead Ringer ..... A3 WB
- Dear Heart ..... A3 WB
- Dementia (Filmgroup) ..... B A-1
- Devil Doll, The ..... For.
- Devil Ship Pirates ..... A2 Col.
- Diary Of A Bachelor ..... B A1
- Die, Die, My Darling ..... Col.
- Dingaka ..... Emb.
- Disorder ..... For.
- Disorderly Orderly, The ..... Par.
- Distant Trumpet, A ..... A2 WB
- Dream Maker, The ..... A-1 U
- Dr. Crippen ..... A3 WB
- Doctor In Distress ..... For.
- Dr. Strangelove ..... A4 Col.
- Don't Tempt The Devil ..... A3 For.
- Dragon Sky ..... For.
- Duel Of Champions ..... For.

**E**

- Earth Dies Screaming, The ..... A1 Fox
- Easy Life, The ..... A4 Emb.
- East Of Sudan ..... Col.
- El Greco ..... Fox
- Emil And The Detectives ..... A1 BV
- Empty Canvas, The ..... C Emb.
- Ensign Pulver ..... A2 WB
- Erasmus With Freckles ..... Fox
- Erik, The Conqueror ..... A2 A-1
- Escape By Night ..... A2 AA
- Escape From Hell Island ..... Misc.
- Evil Of Frankenstein, The ..... A2 U
- Evil Eye ..... A2 A-1
- Eyes Of Annie Jones ..... A3 Fox

**F**

- Fall Safe ..... A2 Col.
- Fall Of The Roman Empire ..... A1 Par.

154 **TIGER WALKS, A**—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

**TO BE REVIEWED**

**THAT DARN CAT**—(TC)—Hayley Mills, Dean Jones

**COLUMBIA**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- 65004 **BEHOLD A PALE HORSE**—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad
- 64030 **BRIDGE ON THE RIVER KWAI, THE**—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
- CODE 7, VICTIM 5**—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa
- 64018 **CRIMSON BLADE, THE**—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair Import—English-made
- 64019 **DEVIL-SHIP PIRATES**—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
- 64004 **DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB**—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
- 65005 **FAIL SAFE**—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience
- 65008 **FINEST HOURS, THE**—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made
- 65012 **FIRST MEN IN THE MOON**—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England
- 65001 **GOOD NEIGHBOR SAM**—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry
- 64021 **HEY THERE, IT'S YOGI BEAR**—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features
- 714 LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
- 65006 **LILITH**—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil
- 64020 **LONG SHIPS, THE**—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64) Lavish and spectacular period adventure tale—European made
- 65002 **NEW INTERNS, THE**—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
- 64017 **PSYCHE '59**—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal
- 64016 **QUICK GUN, THE**—W-87m.—(TS; TC)—Audie Murphy, Meiry Anders—5153 (4-15-64)—Okay western
- 65003 **RIDE THE WILD SURF**—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans
- 64014 **STRAIT-JACKET**—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
- 64015 **SWINGIN' MAIDEN, THE**—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made

**COMING**

- BABY, THE RAIN MUST FALL**—Steve McQueen, Lee Remick
- BEDFORD INCIDENT, THE**—Richard Widmark, Sidney Poitier, James MacArthur
- BORN FREE**—(PV; C)—Bill Travers, Virginia McKenna
- CAT BALLOU**—(C)—Jane Fonda, Lee Marvin, Michael Callan
- COLLECTOR, THE**—(C)—Samantha Eggar, Terence Stamp
- CONGO VIVO**—Jean Sebastian, Bachir Toure
- DIE, DIE, MY DARLING**—Tallulah Bankhead—English Made
- EAST OF SUDAN**—(TC)—Anthony Quale, Sylvia Sims—English
- GENGHIS KHAN**—(PV; C)—Stephen Boyd, James Mason, Francoise Dorleac
- HARVEY MIDDLEMAN, FIREMAN**—(C)—Eugene Troobnick, Hermione Gingold
- KING RAT**—George Segal, Tom Courtenay, James Fox
- LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE**—(S; C)—Japanese-Made Feature Cartoon
- LORD JIM**—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
- LOVE HAS MANY FACES**—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
- MAJOR DUNDEE**—(PV; C)—Charleston Heston, Richard Harris
- MICKEY ONE**—Franchot Tone, Hurd Hatfield, Alexandra Stewart
- OUTLAWS IS COMING, THE**—Three Stooges, Nancy Kovack
- PLAYBOY**—(C)—Tony Curtis
- PLAY IT COOLER**—Anthony Newly, Anne Aubrey
- SENILITA**—Anthony Franciosa, Claudia Cardinale
- SHIP OF FOOLS**—Vivien Leigh, Jose Ferrer, Lee Marvin
- SYNANON**—Chuck Connors, Stella Stevens, Edmond O'Brien
- THESE ARE THE DAMMED**—Macdonald Carey, Shirley Ann Field
- WATCH IT, SAILOR**—Dennis Price, Marjorie Rhodes
- WORLD WITHOUT SUN**—Jacques Cousteau Documentary

**CONTINENTAL (WALTER READE-STERLING, INC.)**

- BLACK LIKE ME**—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose
- ORGANIZER, THE**—D-126m.—Marcello Mastroianni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles
- SEDUCED AND ABANDONED**—CD-118m.—Sara Ural, Stefania Sandrelli—5191 (7-22-64)—Good import—Italian-made; English titles
- BILLY LIAR**—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty patrons—English-made
- TO BED—OR NOT TO BED**—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well-made import—Italian-made; English titles
- POINT OF ORDER**—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal
- HIGH AND LOW**—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles
- LUCK OF GINGER COFFEY, THE**—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed In Canada
- MEDITERRANEAN HOLIDAY**—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue

**COMING**

- BEBO'S GIRL**—Claudia Cardinale, George Chakiris—Italian-made; subtitles
- LOVE GODDESSES, THE**—All Star Cast
- SLAVE TRADE IN THE WORLD TODAY, THE**—(C)—Documentary

**EMBASSY**

- APE WOMAN, THE**—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles
- CARTOUCHE**—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)



**CONTEMPT**—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
**CRAZY DESIRE**—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
**EASY LIFE, THE**—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue  
**FURY AT SMUGGLERS BAY**—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
**HOUSE IS NOT A HOME, A**—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
**LET'S TALK ABOUT WOMEN**—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
**ONLY ONE NEW YORK**—DOC.-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
**PASSIONATE THIEF, THE**—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
**SANTA CLAUS CONQUERS THE MARTIANS**—FAN-80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
**YESTERDAY, TODAY AND TOMORROW**—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles  
**ZULU**—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

**COMING**

**ADVENTURE OF SCARAMOUCHE**—(C)—Gerard Barray—French-made  
**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**ARCHANGELS, THE**—Roberto Risacco, Virginia Onorato—Italian-made  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**CASANOVA**—70—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
**DINGAKA**—Stanley Baker, Juliet Prouse  
**HELLFIRE CLUB**—Peter Cushing, Adrienne Corri  
**MARRIAGE—ITALIAN STYLE**—Sophia Loren, Marcello Mastroianni—Italian  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**THREE PENNY OPERA**—Curt Jurgens, June Ritchie

**MGM**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

423 **ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
508 **AMERICANIZATION OF EMILY, THE**—CD-117m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
414 **CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
338 **DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
405 **FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles  
427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade  
411 **GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English  
416 **GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-made; dubbed in English  
429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English  
432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce  
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France  
422 **KISSIN' COUSINS**—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
431 **LOOKING FOR LOVE**—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars  
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
418 **MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lols Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—109m.—MGM stars—5210 (9-2-64)—Sell the names and nostalgia  
6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made  
503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
417 **NIGHT MUST FALL**—D-105m.—Albert Finney, Shella Hancock—5150 (4-1-64)—Well-made drama—English-made  
430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner  
6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama  
412 **PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden  
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
425 **RHINO**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa  
419 **SEVEN FACES OF DR. LAO**—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
413 **SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes  
424 **TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
337 **TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles  
428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment  
426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set  
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.  
509 **YOUR CHEATIN' HEART**—MUD-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer

**COMING FEATURES IN ORDER OF RELEASE**

Jan. 36 HOURS—(PV)—James Gardner, Eva Marie Saint  
**VICE AND VIRTUE**—Catherine Daneuve, Annie Girardot, Robert Hasseln  
Feb. **QUICK, BEFORE IT MELTS**—(PV; MC)—Robert Morse, Anjanette Comer  
Feb. **SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman

**COMING**

**CLARENCE THE CROSS-EYED LION**—Marshall Thompson, Betsy Drake  
**FLIGHT OF THE SANDPIPER**—(PV; MC)—Elizabeth Taylor, Richard Burton  
**GET YOURSELF A COLLEGE GIRL**—Joan O'Brien, Chad Everett  
**GIRL HAPPY**—(PV; MC)—Elvis Presley, Shelley Fabares  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**HILL, THE**—Sean Connery, Michael Redgrave  
**JOY IN THE MORNING**—(PV; MC)—Richard Chamberlain, Yvette Mimeaux  
**LOVED ONE, THE**—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer  
**ONCE A THIEF**—Alain Delon, Ann-Margret, Van Heflin, Jack Palance

Family Diary ..... A2 MGM  
• Fargo ..... A3 U  
Fate Is The Hunter ..... A1 Fox  
• Father Goose ..... U  
• Favor, The ..... U  
FBI Code 98 ..... A1 WB  
• Fear ..... A-1  
• Ferry Cross The Mersey ..... UA  
Finest Hours, The ..... A1 Col.  
First Men In The Moon ..... A1 Col.  
Flesh Eaters, The ..... Misc.  
Flight From Ashiya ..... A3 UA  
• Flight Of The Sandpiper ..... MGM  
Flipper's New Adventure ..... A1 MGM  
• Fluffy ..... U  
For Those Who Think Young ... A3 UA  
Four Days In November ..... A1 UA  
Four For Texas ..... B WB  
From Russia, With Love ..... B UA  
Fury at Smuggler's Bay ..... A2 Emb

**G**

• Gallagher ..... 8V  
• Genghis Khan ..... Col.  
• Get Yourself A College Girl ... MGM  
Giant Monster, The ..... For.  
• Girl Happy ..... MGM  
Grl With Green Eyes ..... A4 For.  
Glass Cage, The ..... Misc.  
Gladiators Seven ..... A-1 MGM  
Global Affair, A ..... A3 MGM  
• Glory Guys, The ..... UA  
Godzilla Vs The Thing ..... A1 AI  
Gold For The Caesars ..... A2 MGM  
Golden Arrow, The ..... A1 MGM  
Goldfinger ..... A3 UA  
Goliath And The Vampires ..... A2 A-1  
Goodbye Charlie ..... A3 Fox  
Good Neighbor Sam ..... A2 Col.  
• Graveside Story, The ..... A-1  
• Great Race, The ..... WB  
• Greatest Story Ever Told, The .. UA  
Gunfight At Comanche Creek .. A3 Misc.  
• Gunfighter At Casa Grande .... MGM  
Guns At Batasi ..... A3 Fox  
• Guns Of August ..... A1 U

**H**

• Hallelujah Trall, The ..... UA  
Hamlet ..... A1 WB  
Hard Day's Night, A ..... A1 UA  
• Harvey Middleman, Fireman .. Col.  
He Rides Tall ..... B U  
• Hellfire Club ..... A3 Emb.  
Hercules In The Haunted World. For.  
• Hercules, Samson And Ulysses .. MGM  
Hey There, It's Yogi Bear ..... A1 Col.  
Hidden Room Of 1,000  
Horrors, The ..... For.  
Hide And Seek ..... A2 U  
High And Low ..... Cont.  
• High Wind In Jamaica, A ..... Fox  
• Hill The ..... MGM  
Honeymoon Hotel ..... B MGM  
Horror Of It All, The ..... A2 Fox  
Horror Of Party Beach, The ... B Fox  
House Is Not A Home, A ..... B Emb.  
• How To Murder Your Wife .... UA  
How The West Was Won ..... A1 MGM  
• Hush, Hush, Sweet Charlotte .. Fox

**I**

• I Saw What You Did ..... U  
I'D Rather Be Rich ..... A2 U  
• I'll Take Sweden ..... UA  
• In Harm's Way ..... Par.  
Incredible Mr. Limpet, The .... A1 WB  
Inheritance, The ..... Misc.  
Intimate Diary Of Artists'  
Models ..... Misc.  
Invitation To A Gunfighter .... A3 UA  
• Ipress File, The ..... U  
Island Of The Blue Dolphins ... A1 U  
• It's Alive ..... A1

**J**

John Goldfarb, Please Come  
Home ..... Fox  
Journey To The End Of  
The Universe ..... A1  
Joy House ..... B MGM  
• Joy In The Morning ..... MGM  
• Judith ..... Par.



K

Killers, The A3 U
King Rat Col.
Kings Of The Sun A2 UA
Kiss Me, Stupid UA
Kisses For My President A3 WB
Kissin' Cousins B MGM
Kitten With A Whip B U

L

La Bonne Soupe C For.
Ladybug, Ladybug A2 UA
Lady In A Cage B Par.
Lanterna Magica For.
Lassie's Great Adventure A1 Fox
Last Man on Earth A2 A-1
Last Tomb Of Ligela, The A1
Lawrence Of Arabia A2 Col.
Law Of The Lawless A1 Par.
Let's Talk About Women C Emb.
Life In Danger, A A2 AA
Light Fantastic, The B Emb.
Lili-RE MGM
Lilith A4 Col.
Little Prince And The Eight-Headed Dragon, The Col.
Lively Set, The A1 U
Living Between Two Worlds Misc.
Long Ships, The B Col.
Longest Day, The A1 Fox
Looking For Love B MGM
Lord Jim Col.
Lorna Misc.
Love Goddesses Cont.
Love Has Many Faces Col.
Love On A Pillow C For.
Love With The Proper Stranger A3 Par.
Loved One, The MGM
Luck Of Ginger Coffey, The A3 Cont.

M

Madmen Of Mandores Misc.
Mafioso A3 For.
Mail Order Birde A3 MGM
Major Dundee Col.
Man From Galveston, The A2 WB
Man In The Middle B Fox
Man Who Walked Through The Wall For.
Man's Favorite Sport? A3 U
Marnie A3 U
Marriage-Italian Style Emb.
Mary Poppins A1 BV
Masque Of The Red Death B AI
Master Spy A1 Misc.
McHale's Navy A1 U
Mediterranean Holiday Cont.
MGM's Big Parade Of Comedy A1 MGM
Mickey One Col.
Mirage U
Misadventures of Merilyn Jones A1 BV
Mister Moses UA
Moon-Spinners, The A1 BV
Moro Witch Doctor A2 Fox
Move Over, Darling A3 Fox
Morituri Fox
Murder Ahoy A1 MGM
Murder Most Foul A1 MGM
Muscle Beach Party A2 A-1
Mutiny On The Bounty A2 MGM
My Blood Runs Cold WB
My Fair Lady A1 WB

N

Naked Brigade, The U
Naked Kiss, The A3 Misc.
Naked Prey, The Par.
Navajo Run AI
Never Put It In Writing A1 Misc.
New Interns, The B Col.
Night Must Fall B MGM
Night Of The Iguana A4 MGM
Night Train To Paris A2 Fox
Night Walker, The A2 U
Nightmare A2 U
Nightmare In The Sun A3 Misc.
None But The Brave WB
Nothing But The Best A4 For.
Notty, Naughty Chateau B For.

O

Of Human Bondage B MGM
Once A Thief MGM
One Man's Way A1 UA
One Potato, Two Potatoes A2 Misc.
One Way Pendulum UA
Only One New York A1 Emb.
Operation Crossbow MGM
Operation SNAFU A-1
Organizer, The A4 For.
Orgy At Lil's Place, The Misc.
Outlaws Is Coming, The Col.
Outrage, The A3 MGM

OPERATION CROSSBOW-(PV; MC)-Sophia Loren, George Peppard
POSTMAN'S KNOCK-Spike Milligan, Barbara Shelley
ROUNDERS, THE-(PV; MC)-Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT-(WS; TC)-Steve Reeves
SECRET OF MY SUCCESS, THE-(PV; C)-Shirley Jones, James Booth
SHE-Ursula Andress, Peter Cushing-English made
SON OF A GUNFIGHTER-(CS; C)-Russ Tamblyn, Kieron Moore
TIKO AND THE SHARK-(WS; C)-Tahitian Cast
YELLOW ROLLS ROYCE, THE-(PV; MC)-Ingrid Bergman, Rex Harrison, Omar Sharif
YOUNG CASSIDY-(PV; MC)-Rod Taylor, Maggie Smith, Flora Robson
ZEBRA IN THE KITCHEN-Jay North, Andy Devine

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6319 BECKET-D-148m.-(PV; TC)-Richard Burton, Peter O'Toole, Martita Hunt-5146 (3-18-64)-High rating dramatic entertainment
R6402 CADDY, THE-C-95m.-Dean Martin, Jerry Lewis-5222 (10-21-64)-Reissue should have Martin-Lewis appeal-Reissue
6315 CARPETBAGGERS, THE-D-150m.-(PV; TC)-George Peppard, Carroll Baker, Alan Ladd, Martha Hyer-5154 (4-15-64)-Highly commercial explosive entry
CIRCUS WORLD-D-135m.-(TC; CINERAMA)-John Wayne, Claudia Cardinale, Rita Hayworth-5186 (7-8-64)-Circus in Cinerama should prove popular-Filmed abroad
6400 FALL OF THE ROMAN EMPIRE, THE-D-180m.-(Ultra-PV; TC)-Sophia Loren, Stephen Boyd, Alec Guinness-5150 (4-1-64)-Overwhelming entry rates high among epics-Filmed in Spain
6311 LADY IN A CAGE-D-93m.-Olivia de Havilland, Jeff Corey, Ann Sothorn-5170 (5-27-64)-Well made horror-laden drama is rough on audiences; but gripping
6316 LAW OF THE LAWLESS-W-87m.-(TS-TC)-Dale Robertson, Yvonne DeCarlo, William Bendix-5146 (3-18-64)-Suspenseful western with big names
6312 LOVE WITH THE PROPER STRANGER-D-100m.-Natalie Wood, Steve McQueen-5118 (12-18-63)-Warm, entertaining drama of youngsters searching for love
6318 PARIS PICK-UP-D-90m.-Robert Houssein, Lea Massari-5114 (12-4-63)-Mystery meller Import of average interest-French-made; dubbed in English
6314 PARIS WHEN IT SIZZLES-C-110m.-(TC)-William Holden, Audrey Hepburn-5146 (3-18-64)-Fair comedy will depend on name power-French-made
6322 PATSY, THE-C-101m.-(TC)-Jerry Lewis, Ina Ballin-5186 (7-8-64)-Jerry's legion of fans will enjoy it
6320 RING OF TREASON-MD-89m.-Bernard Lee, Margaret Tyzack-5174 (6-10-64)-Well-made spy thriller-English-made
6323 ROBINSON CRUSOE ON MARS-SFD-110m.-(TS; TC)-Paul Mantel, Adam West-5174 (6-10-64)-Good science fiction entry
6405 ROUSTABOUT-CMU-101m.-(TS; TC)-Elvis Presley, Barbara Stanwyck, Joan Freeman-5230 (11-18-64)-Okay Presley musical for his fans
6313 SEVEN DAYS IN MAY-D-120m.-Burt Lancaster, Kirk Douglas, Ava Gardner-5129 (2-5-64)-Engrossing drama with name-filled cast
6317 SON OF CAPTAIN BLOOD-MD-88m.-(CS; TC)-Sean Flynn, Ann Todd-5114 (12-4-63)-Fair action entry-Made abroad
6324 STAGE TO THUNDER ROCK-W-82m.-(TS; TC)-Barry Sullivan, Marilyn Maxwell-5174 (6-10-64)-Fair western
6325 WALK A TIGHTROPE-MD-69m.-Dan Duryea, Patricia Owens-5170 (5-27-64)-Okay brief program meller-English-made
6404 WHERE LOVE HAS GONE-D-114m.-(TS; TC)-Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton-5222 (10-21-64)-Adult drama with particular appeal for women has big boxoffice potential
6310 WHO'S BEEN SLEEPING IN MY BED?-C-103m.-(PV; TC)-Dean Martin, Elizabeth Montgomery, Carol Burnett-5114 (12-4-63)-Sophisticated, adult comedy
6306 WHO'S MINDING THE STORE?-C-90m.-(TC)-Jerry Lewis, Jill St. John-5114 (12-4-63)-Amusing Lewis entry
R6403 WHO'S NEVER TOO YOUNG-C-102m.-(TC)-Dean Martin, Jerry Lewis-5222 (10-21-64)-Reissue is better Martin and Lewis comedy-Reissue

COMING

AMOROUS ADVENTURES OF MOLL FLANDERS-(PV; TC)-Klm Novak, Richard Johnson
BLACK SPURS-(TC)-Roy Calhoun, Linda Darnell, Scott Brady
BOY TEN FEET TALL, A-(CS; TC)-Edward G. Robinson
CRACK IN THE WORLD-(TC)-Dana Andrews, Janette Scott
DISORDERLY, ORDERLY, THE-(C)-Jerry Lewis
IN HARM'S WAY-(PV)-John Wayne, Patricia Neal, Kirk Douglas
JUDITH-(PV; TC)-Sophia Loren, Peter Finch, Jack Hawkins
NAKED PREY, THE-(PV; TC)-Cornel Wilde
REQUIEM FOR A GUNFIGHTER-(TS; TC)-Rod Cameron, Stephen McNally
SITUATION HOPELESS BUT NOT SERIOUS-Alec Guinness, Michael Connors
SYLVIA-Carroll Baker, George Maharis, Ann Southern
YOUNG FURY-(TS; TC)-Roy Calhoun, Virginia Mayo, Richard Arlen

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

425 APACHE RIFLES-MD-92m.-(DC)-Audie Murphy, Linda Lawson-5230 (11-18-64)-Okay program entry
444 CLEOPATRA-D-192m.-(Todd-AO; DC)-Elizabeth Taylor, Richard Burton, Rex Harrison-5062 (6-26-63)-Superior entertainment
412 CURSE OF THE LIVING CORPSE, THE-MD-83m.-Helen Waren, Roy R. Sheider-5154 (4-15-64)-Lower half, exploitable horror entry
424 EARTH DIES SCREAMING, THE-MD-62m.-Willard Parker, Virginia Field-5226 (11-4-64)-Okay science fiction meller for duallers-English-made
404 EYES OF ANNIE JONES, THE-MD-73m.-Richard Conte, Francesca Annis-5146 (3-18-64)-Okay dualler-English-made
423 FATE IS THE HUNTER-D-106m.-(CS)-Glenn Ford, Suzanne Pleshette, Rod Taylor-5214 (9-23-64)-Interesting drama about planes and people
428 GOODBYE CHARLIE-C-117m.-(CS; DC)-Tony Curtis, Debbie Reynolds, Pat Boone-5226 (11-4-64)-Cute comedy with potent cast
417 GUNS AT BATASI-D-103m.-CS-Richard Attenborough, Jack Hawkins, Flora Robson-5210 (9-2-64)-Good adventure drama
422 HORROR OF IT ALL, THE-CMD-76m.-Pat Boone, Erica Rogers-5222 (10-21-64)-Good comedy thriller for duallers-English-made
411 HORROR OF PARTY BEACH, THE-MD-78m.-John Scott, Alice Lyon, The Del-Alres-5154 (4-15-64)-Mediocre, but exploitable, horror opus for teens
429 JOHN GOLDFARB, PLEASE COME HOME-C-96m.-(CS; DC)-Shirley MacLaine, Peter Ustinov, Richard Crenna-5230 (11-18-64)-Wacky comedy should prove effective crowd pleaser
322 LASSIE'S GREAT ADVENTURE-MD-103m.-(DC)-Lassie, Jon Provost, June Lockhart-5147 (3-18-64)-Okay for kids as part of program
414 LONGEST DAY, THE-D-180m.-(CS)-All-star cast-4986 (10-10-62)-High rating war entry-Filmed abroad
401 MAN IN THE MIDDLE-D-94m.-(CS)-Robert Mitchum, France Nuyen-5121 (1-8-64)-Interesting drama-Filmed in England and India
324 MOVE OVER DARLING-C-103m.-(CS; DC)-Doris Day, James Garner, Polly Bergen-5115 (12-4-63)-Entertaining comedy
431 MORO WITCH DOCTOR-MD-61m.-Jock Mahoney, Margia Dean-5230 (11-18-64)-Fair programmer-Filmed in the Philippines
420 NIGHT TRAIN TO PARIS-MD-65m.-Leslie Nielsen, Allzia Gur-5219 (10-7-64)-Good action entry for program-English-made
426 RIO CONCHOS-W-107m.-(CS; DC)-Richard Boone, Stuart Whitman, Wende Wagner-5219 (10-7-64)-Big scale western has fine cast, fast action
403 SHOCK TREATMENT-D-94m.-(CS)-Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall-5142 (3-4-64)-Exploitable shocker
408 SOUTH PACIFIC-MU-151m.-(CS; DC)-Rossano Brazzi, Mitzl Gaynor-5142 (3-4-64)-Entertaining hit-Reissue
402 SURF PARTY-DMU-68m.-Bobby Vinton, Patricia Morrow-5151 (4-1-64)-Programmer has some teen appeal
405 THIRD SECRET, THE-D-103m.-(CS)-Stephen Boyd, Jack Hawkins, Diane Cilento-5162 (4-29-64)-Fair program entry-made in England
426 VISIT, THE-D-100m.-(CS)-Ingrid Bergman, Anthony Quinn-5214 (9-23-64)-Absorbing drama of human greed and vengeance-Filmed in Italy
415 WHAT A WAY TO GO-C-111m.-(CS; DC)-Shirley MacLaine, Paul Newman, Robert Mitchum-5151 (4-1-64)-Fun filled entry is headed for better returns
421 WITCHCRAFT-MD-79m.-Lon Chaney, Diana Clare, David Weston-5222 (10-21-64)-Good horror meller dualler-English made
325 YOUNG SWINGERS, THE-MU-71m.-Rod Lauren, Molly Bee-5155 (4-15-64)-Hootenanny musical for teen-agers, program

COMING

AGONY AND THE ECSTASY, THE-(CS; DC)-Charlton Heston, Rex Harrison
AMOK-Jock Mahoney, Margia Dean
BACK DOOR TO HELL-Jimmie Rodgers
EL GRECO-Mel Ferrer, Rosanna Schiaffino
ERASMUS WITH FRECKLES-(CS; C)-James Stewart, Billy Mumy
HIGH WIND IN JAMAICA, A-(CS; C)-Anthony Quinn, Viviane Ventura
HUSH, HUSH SWEET CHARLOTTE-(C)-Olivia DeHavilland, Bette Davis, Joseph Cotten
MORITURI-(CS)-Marlon Brando, Yul Brynner, Janet Margolin
PLEASURE SEEKERS, THE-(CS; DC)-Carol Lynley, Ann-Margret, Tony Francosa
RAPTURE-(CS)-Patricia Gozzi, Melvyn Douglas-English made
REWARD, THE-(CS; C)-Max Von Sydow, Nina Castelvoa, Efram Zimballst, Jr., Yvette Mimieux



SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker  
 THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel  
 UP FROM THE BEACH—Cliff Robertson, Irina Demick  
 VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter  
 ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman  
 6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey  
 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daiju-Hecht  
 6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch  
 6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon  
**GOLDFINGER**—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Brocchi  
 6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
 6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
 6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch  
 6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry  
 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross  
 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch  
 6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman  
 6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean  
 6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch  
 6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch  
 6419 **TOPKAPI**—CD-120m.—(C)—Meltina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
 6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made  
 6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

### COMING FEATURES IN ORDER OF RELEASE

- Sept. **BUDDHA**—(TE; TC)—Japanese-made  
 Dec. **KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch  
 Feb. **HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.

### COMING

- FERRY CROSS THE MERSEY**—Gerry And The Pacemakers—English-made  
**GLORY GUYS, THE**—(PV; DC)—Tom Tryon, Harve Presnell, Jeanne Cooper—Levy-Gardner—Laven  
**GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens  
**HALLELUJAH TRAIL, THE**—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
**I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon  
**MISTER MOSES**—(PV; C)—Robert Mitchum, Carroll Baker—Ross  
**ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made  
**RAGE TO LIVE, A**—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
**SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch  
**SHABBY TIGER, THE**—(C)—Cliff Robertson, Jack Hawkins—Novus  
**THOUSAND CLOWNS, A**—Jason Robards, Jr., Barbara Harris  
**TRAIN, THE**—Burt Lancaster, Jeanne Moreau  
**WHAT'S NEW, PUSSYCAT?**—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment  
 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry  
 6421 **BULLET FOR A BADMAN**—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made  
 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show  
 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made  
 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made  
**FATHER GOOSE**—C-115m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches  
 6406 **HIDE AND SEEK**—MD-90m.—Ian Garmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made  
 6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
 6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade  
 6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story  
 6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
 6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
 6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy  
 6418 **MARNIE**—D-129m.—(TC)—Tippi Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama  
 6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing  
 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made  
 6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half  
 6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
 6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
 6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made  
 6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

- Pajama Party ..... B A-I  
 Paris Pick-Up ..... Par.  
 • Party, The ..... AA  
 Paris When It Sizzles ..... A3 Par.  
 Passionate Thief, The ..... A3 Emb.  
 Patsy, The ..... A1 Par.  
 Pink Panther ..... A3 UA  
 • Playboy ..... Col.  
 • Play It Cooler ..... Col.  
 • Pleasure Seekers, The ..... Fox  
 Point Of Order ..... A2 Cont.  
 • Postman's Knock ..... MGM  
 Prize, The ..... A3 MGM  
 Psyche 59 ..... B Col.  
 Psychomania ..... Misc.  
 Pumpkin Eater, The ..... A4 For.  
 Pyro ..... A3 A-I

- Quick, Before It Melts ..... MGM  
 Quick Gun, The ..... A2 Col.  
 Quo Vadis—Re. .... A1 MGM

- Racing Fever ..... B AA  
 • Rage To Live, A ..... UA  
 Raiders, The ..... A1 U  
 Raiders Of Leyte Gulf, The ..... A1 For.  
 • Rapture ..... Fox  
 Ready For The People ..... WB  
 • Requiem For A Gunfighter ..... Par.  
 • Reward, The ..... Fox  
 Rhino ..... A1 MGM  
 Ride The Wild Surf ..... A1 Col.  
 Ring of Treason ..... A2 Par.  
 Rio Conchos ..... A3 Fox  
 Robin And The 7 Hoods ..... A2 WB  
 Robinson Crusoe On Mars ..... A1 Par.  
 • Rounders, The ..... A3 MGM  
 Roustabout ..... A2 Par.

- Sadist, The ..... Misc.  
 • Samson And The Slave Queen .. A1 A-I  
 • Sandokan, The Great ..... MGM  
 Santa Claus Conquers The  
 Martians ..... A1 Emb.  
 • Satan Bug, The ..... A2 UA  
 Secret Door, The ..... A2 Misc.  
 Secret Invasion, The ..... A2 UA  
 • Secret of My Success, The ..... MGM  
 Seduced And Abandoned ..... A3 For.  
 Send Me No Flowers ..... A2 U  
 • Senilita ..... Col.  
 Seven Days In May ..... A2 Par.  
 Seven Faces Of Dr. Lao, The ... A1 MGM  
 Seventh Dawn, The ..... B UA  
 • Sex And The Single Girl ..... B WB  
 • Shabby Tiger, The ..... UA  
 • She ..... MGM  
 • Shenandoah ..... U  
 • Ship Of Fools ..... Col.  
 Shock Treatment ..... A2 Fox  
 Shot In The Dark, A ..... B UA  
 • Signpost To Murder ..... MGM  
 Sin On The Beach ..... For.  
 Sing And Swing ..... A2 U  
 • Situation Hopeless But  
 Not Serious ..... Par.  
 633 Squadron ..... A2 UA  
 Skydivers, The ..... Misc.  
 Silme People, The ..... Misc.  
 So Dear To My Heart—Re ..... A1 BV  
 • Some People ..... A-I  
 • Son Of A Gunfighter ..... MGM  
 Son Of Captain Blood, The ... A1 Par.  
 • Sound Of Music, The ..... Fox  
 South Pacific-RE. .... A3 Fox  
 Stage To Thunder Rock ..... A2 Par.  
 Stark Fear ..... Misc.  
 Station Six Sahara ..... B Misc.  
 Stop Train 349 ..... A2 Misc.  
 Strait-jacket ..... A3 Col.  
 • Strange Bedfellows ..... U  
 Strangler, The ..... B Misc.  
 Sunday In New York ..... B MGM  
 Surf Party ..... A2 Fox  
 Swingin' Maiden, The ..... A1 Col.  
 • Sword Of All Baba, The ..... U  
 Sword Of El Cid, The ..... For.  
 • Sylvia ..... Par.  
 • Synanon ..... Col.



T

• Taboo	AI	AA
• Taffy And The Jungle Hunter	AA	U
• Taggart	A2	U
• Tamahine	A3	MGM
• T-A-M-I Show, The	Misc.	
• Tattooed Police Horse, The	AI	BY
• That Darn Cat	BY	U
• That Funny Feeling	U	
• That Man From Rio	A2	For.
• These Are The Damned	Col.	
• Thin Red Line, The	A3	Misc.
• Three Lives Of Thomasina, The	AI	BY
• 3 Nuts In Search Of A Bolt	Misc.	
• Three Penny Opera	A3	Emb.
• Third Secret, The	A3	Fox
• 36 Hours	MGM	
• Those Calloways	BY	
• Those Magnificent Men In Their Flying Machines	Fox	
• Thousand Clowns, A	UA	
• Tiger Walks, A	AI	BY
• Tiko And The Shark	MGM	
• Time Travelers, The	B	A-I
• To Bed Or Not To Bed	A3	Cont.
• Tomorrow At Ten	For.	
• Topkapi	A3	UA
• Torpedo Bay	A3	AI
• Train, The	UA	
• Troublemaker, The	Misc.	
• Truth About Spring, The	U	
• Two Are Gullty	A3	MGM
• Two On A Guillotine	WB	

U

• Unearthly Stranger, The	AI	A-I
• Under Age	B	AI
• Unsinkable Molly Brown, The	A2	MGM
• Up From The Beach	Fox	

V

• Valley Of The White Wolves	AA	
• Vice And Virtue	B	MGM
• Visit, The	A4	Fox
• Viva Las Vegas	B	MGM
• Von Ryan's Express	Fox	
• Voyage To The End Of The Universe	AI	A-I

W

• Wacky Playboy, The	Misc.	
• Walk A Tightrope	A2	Par.
• Walls Of Hell, The	A2	Misc.
• War Is Hell	A2	Misc.
• War Lord, The	U	
• Watch It, Sailor	Col.	
• Weekend	C	For.
• What A Way To Go!	B	Fox
• What's New, Pussycat	UA	
• Where Love Has Gone	A3	Par.
• White Savage	AA	
• White Slaves Of Chinatown	Misc.	
• Who's Been Sleeping In My Bed	B	Par.
• Who's Minding The Store?	AI	Par.
• Wild And Wonderful	AI	U
• Woman In The Dunes	For.	
• Witchcraft	A2	Fox
• Woman Is A Woman, A	For.	
• Women Of Straw	A3	UA
• Woman Who Wouldn't Die, The	A3	WB
• World Of Henry Orient, The	A2	UA
• World Without Sun	Col.	

Y

• Yanco	For.	
• Yank In Viet-nam, A	AI	Misc.
• Yellow Rolls Royce, The	MGM	
• Yesterday, Today And Tomorrow	B	Emb.
• Young Girls Of Good Family	Emb.	
• Youngblood Hawke	A3	WB
• Young And Willing	A4	U
• Young Cassidy	MGM	
• Young Fury	Par.	
• Young Go Wild, The	For.	
• Young Lovers, The	A3	MGM
• Young Swingers, The	AI	Fox
• Your Cheatin' Heart	A2	MGM
• Your'e Never Too Young—Re.	A2	Par.

Z

• Zebra In The Kitchen	MGM	
• Zorba, The Greek	Fox	
• Zulu	A3	Emb.

COMING

ART OF LOVE, THE—(TC)—James Garner, Elke Sommer  
 BLIND CORNER—William Sylvester, Barbara Shelley—English made  
 BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks  
 FARGO—Michael Parks, Celia Kaye  
 FAVOR, THE—(C)—Rock Hudson, Leslie Caron  
 FLUFFY—(C)—Tony Randall, Shirley Jones  
 GUNS OF AUGUST—World War I Documentary  
 I SAW WHAT YOU DID—Joan Crawford, John Ireland  
 IPCRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made  
 MIRAGE—Gregory Peck, Diane Baker  
 NAKED BRIGADE, THE—Shirley Eaton, Ken Scott  
 NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson  
 SHENANDOAH—(C)—James Stewart, Doug McClure  
 STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida  
 SWORD OF ALI BABA, THE—(C)—Peter Mann, Laura Lane  
 TAGGART—(C)—Tony Young, Dan Duryea  
 THAT FUNNY FEELING—(C)—Sandra Dee, Bobby Darin, Donald O'Connor  
 TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur  
 WAR LORD, THE—(PV; C)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 ACT ONE—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama  
 358 AMERICA AMERICA—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad  
 480 CHEYENNE AUTUMN—AD-158m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry  
 357 DEAD RINGER—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama  
 363 DISTANT TRUMPET, A—W-117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies  
 361 DR. CRIPPEN—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made  
 366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy  
 364 FBI CODE—98—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action  
 356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action  
 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic  
 359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film  
 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast  
 360 MAN FROM GALVESTON, THE—W-57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler  
 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top  
 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler  
 365 ROBIN AND THE 7 HOODS—CMU-123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please  
 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara  
 DEAR HEART—Glenn Ford, Geraldine Page  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 MY BLOOD RUNS COLD—(PV)—Troy Donahue, Joey Heatherton  
 NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker  
 SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda  
 TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones  
 WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made

MISCELLANEOUS

BEAUTY AND THE BODY—NOV.-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.  
 BLOCK, THE—MD-67m.—Lillian Relis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson  
 BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars  
 BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate  
 CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.  
 COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V  
 CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.  
 ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International  
 FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.  
 GLASS CAGE, THE—MD-84m.—Arlene Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic  
 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western—Allied Artists  
 INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—lkey Beautiful  
 LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire  
 LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve  
 MADMEN OF MANDORAS—MD-74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.  
 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made—Allied Artists  
 NAKED KISS, THE—D-92m.—Constance Tones, Anthony Eisley—5227 (11-4-64)—Fair adult programmer—Allied Artists  
 NIGHTMARE IN THE SUN—MD-81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac  
 NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland—Allied Artists  
 ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V  
 ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)—Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin  
 PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria  
 SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.  
 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made—Allied Artists  
 SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.  
 SKYDIVERS, THE—MD-75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.  
 STARK FEAR—MD-86m.—Beverly Garland, Skip Homler—5134 (2-19-64)—Spotty effort on an ugly subject—Ellis  
 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad—Allied Artists  
 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad) Allied Artists  
 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller—Allied Artists  
 T-A-M-I SHOW, THE—MUNOV-113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision  
 THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film—Allied Artists  
 3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.  
 TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus  
 WACKY PLAYBOY, THE—C-63m.—Tommy Raff—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic  
 WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War In the Philippines serves up action for the program—Made In Philippines—Hemisphere  
 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half—Allied Artists  
 WHITE SLAVES OF CHINATOWN—MD-70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary—American Film Dist.  
 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad—Allied Artists



# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- AVENGER, THE**—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed In English  
Medallion
- BRIDGE TO GLORY**—D-103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo
- BARBARIANS, THE**—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed  
In English—Hemisphere
- BLACK DUKE, THE**—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed In English  
—PRC
- BLOOD ON THE BALCONY**—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—  
Italian-made—Jillo
- BOMB IN THE HIGH STREET**—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot  
—English-made—Hemisphere
- DEVIL DOLL**—D-80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made  
—Associated Film Dist.
- DISORDER**—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made;  
English titles—Pathe Contemporary
- DOCTOR IN DISTRESS**—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor
- DON'T TEMPT THE DEVIL**—D-106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—interesting import—French-  
made; English titles—UMPO
- DRAGON SKY**—D-95m.—(EC)—Narie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia;  
English titles—Lopert
- DUEL OF CHAMPIONS**—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—italian-made;  
dubbed in English—Medallion
- GIANT MONSTER, THE**—MD-87m.—Edmund Purdom, Glanna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay  
story of Rasputin, the mad Russian Monk—English-made—Union
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—  
English-made (Filmed In Ireland)—Lopert
- HERCULES IN THE HAUNTED WORLD**—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard  
strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.
- HIDDEN ROOM OF 1,000 HORRORS, THE**—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of  
Poe's "Tell Tale Heart"—English-made; Union
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots  
—French-made; English titles—Int. Classics
- LATERNA MAGIKA**—NOV.-119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual enter-  
tainment—Imported from Czechoslovakia—Richard Fleischer
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—  
Made in France; dubbed in English—Royal Films Int.
- MAFIOSO**—D-100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—italian-made; English  
titles—Zenith Int.
- NOTHING BUT THE BEST**—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fua for the art set—English-made;  
Royal Films Int.
- NUTTY, NAUGHTY CHATEAU**—C-102m.—(TC)—Curt Jurgens, Monica Vitti, Jean-Louis Trintignant—5232 (11-18-64)—  
Weird import shoots for laughs—French-made; English titles—Lopert
- PUMPKIN EATER, THE**—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity fea-  
tures strong performances—English-made—Royal Films Int.
- RAIDERS OF LEYTE GULF, THE**—MD-80m.—Liza Moreno, Efran Reyes—5183 (6-24-64)—Okay dualler for program—Made in  
The Philippines; spoken in English—Hemisphere
- SIN ON THE BEACH**—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched  
romance for exploitation spots—French-made; dubbed In English—American Film Dist.
- SWORD OF EL CID, THE**—86m.—(SuperCinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer  
—PRC
- THAT MAN FROM RIO**—C-114m.—(EC)—Jean-Paul Belmonde, Françoise Derleac—5179 (6-10-64)—Fun all the way—French-  
made; English titles—Lopert
- TOMORROW AT TEN**—D-80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—  
Governor
- WEEKEND**—D-84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—  
Cinema Video Int.
- YANCO**—D-85m.—Ricardo Ancona—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman
- YOUNG GO WILD, THE**—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller  
—German-made; dubbed in English—Manson

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**FEATURE FILMS**  
**PRODUCTION NUMBERS and**  
**NATIONAL RELEASE DATES**  
**1963-64 and 1964-65**  
**SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1963-64 and 1964-65 product, accurate to time of publication.—Ed.)

**Allied Artists**

6401	Soldier In The Rain	Dec.
6402	A Yank In Viet-Nam	Feb.
6403	The Strangler	April
6404	A Life In Danger	Feb.
6405	The Secret Door	Mar.
6406	Never Put It In Writing	Mar.
6407	The Naked Kiss	May
6408	The Thin Red Line	May
6409	Stop Train 349	July
6410	Master Spy	July
6411	Station Six Sahara	Aug.
6412	Escape By Night	Aug.
6413	Racing Fever	Sept.
6414	Blood On The Arrow	Sept.

**American-International**

A01	Muscle Beach Party	March
A02	Goliath And The Vampires	April
A03	Last Man On Earth	April
A04	The Unearthly Stranger	June
A05	Masque Of The Red Death	June
A06	Bikini Beach	July
A07	The Time Travelers	Oct.
A08	Voyage To The End Of The Universe	Aug.
A09	Day The Earth Froze	April
A10	Conquered City	Dec.
A11	Operation SNAFU	Jan.
A12	Godzilla Vs The Thing	Aug.
A13	Diary Of A Bachelor	Sept.
A14	Pajama Party	Nov.
A15	Navajo Run	Nov.
A16	Taboo	Jan.

**Buena Vista**

146	Fantasia—RE	Oct.
147	20,000 Leagues Under the Sea—RE	Oct.
145	The Incredible Journey	Nov.
148	Sword In The Stone	Dec.
151	Three Lives Of Thomasina	June
153	Misadventures Of Merlin Jones	June
154	A Tiger Walks	July
156	The Moon-Spinners	July
158	So Dear To My Heart—Re.	Oct.
157	Mary Poppins	Oct.
158	So Dear To My Heart	Oct.
160	Emil And The Detectives	Oct.

**Columbia**

65001	Good Neighbor Sam	July
65002	The New Interns	Aug.
65003	Ride The Wild Surf	Aug.
65004	Behold A Pale Horse	Sept.
65005	Fail Safe	Oct.
65006	Lilith	Sept.
65007	The Pumpkin Eater	Oct.
65008	The Finest Hours	Oct.
	World Without Sun	Nov.
65012	First Men In The Moon	Nov.
	East Of Sudan	Nov.
	Baby, The Rain Must Fall	Jan.
	The Collector	Jan.

**Continental**  
**(Walter Reade-Sterling, Inc.)**

Billy Liar	Jan.
Wurthing Heights (Reissue)	Jan.
The Impersonator	Feb.
To Bed—Or Not To Bed	March
Point Of Order	April
High and Low	April
They All Died Laughing (Jolly Bad Fellow)	May
The Organizer	May
Black Like Me	May
Mediterranean Holiday	July
Seduced and Abandoned	Aug.
The Luck of Ginger Coffey	Oct.
BeBo's Girl	Nov.
The Love Goddesses	Nov.
World Greatest Swindles	Nov.
The Slave Trade In The World Today	Nov.

**Embassy**

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.
Hellfire Club	June
Fury Smuggler's Bay	June
Zulu	July
Crazy Desire	July
Contempt	July
Cartouche	July
A House Is Not A Home	Aug.
Adventures Of Scaramouche	Aug.
Only One New York	Sept.
The Ape Woman	Sept.
Three Penny Opera	Oct.

**MGM**

501	MGM's Big Parade Of Comedy	Sept.
502	Quo Vadis—Reissue	Sept.
503	Murder Most Foul	Sept.
504	Of Human Bondage	Oct.
505	The Young Lovers	Oct.
506	Joy House	Nov.
507	The Outrage	Nov.
508	The Americanization Of Emily	Dec.
509	Your Cheat'n' Heart	Jan.
510	Signpost To Murder	Feb.
511	Murder Ahoy	Sept.
512	Swingin' Set	Dec.
513	36 Hours	Jan.
514	Quick Before It Melts	Feb.
515	Lili—RE.	Feb.

**Paramount**

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6311	Lady In A Cage	July
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
6314	Law Of The Lawless	May
6315	The Carpetbaggers	June
6316	Paris When It Sizzles	April
6317	Son Of Captain Blood	May
6318	Paris Pick-Up	Oct.
6319	Becket	April
	The Fall Of The Roman Empire	May
6320	Ring Of Treason	Aug.
6323	Robinson Crusoe On Mars	June
6324	Stage To Thunder Rock	June
6322	The Patsy	Aug.
6325	Walk A Tightrope	July
6400	The Fall Of The Roman Empire	Sept.
R6402	The Caddy—Reissue	Sept.
R6403	You're Never Too Young—Reissue	Sept.
6404	Where Love Has Gone	Oct.
6405	Roustabout	Nov.
6406	Disorderly Orderly	Dec.
	Boy Ten Feet Tall	Jan.
	Psycho—Reissue	Jan.

**20th-Fox**

401	Man In The Middle	Jan.
402	Surf Party	Jan.
403	Shock Treatment	Feb.
404	Eyes Of Anne Jones	Feb.
405	The Third Secret	March

406	The Hustler	April
444	Cleopatra (Regular Release)	July
407	Blue Denim	April
408	South Pacific	April
411	Horror Of Party Beach	April
412	Curse Of The Living Corpse	April
413	La Bonne Soupe	June
414	The Longest Day	April
415	What A Way To Go	Aug.
416	The Visit	Sept.
417	Guns At Batasi	Sept.
419	Journey To The Center Of The Earth—Reissue	Sept.
420	Night Train To Paris	Sept.
421	Witchcraft	Sept.
422	Horror Of It All	Sept.
423	Fate Is The Hunter	Oct.
424	The Earth Dies Screaming	Oct.
425	Apache Rifles	Nov.
426	Rio Conchos	Nov.
427	Riders From Beneath The Sea	Nov.
428	Goodbye Charlie	Dec.
429	John Goldfarb, Please Come Home	Dec.
431	Moro Witch Doctor	Dec.

**United Artists**

6401	It's A Mad, Mad, Mad, Mad World	Dec.
6402	Kings Of The Sun	March
6403	Pink Panther	March
6404	The Ceremony	Jan.
6405	Ladybug, Ladybug	Feb.
6406	One Man's Way	April
6407	From Russia With Love	April
6408	Flight From Ashiya	May
6409	The Best Man	June
6410	For Those Who Think Young	June
6411	World Of Henry Orient	July
6412	633 Squadron	July
6413	The 7th Dawn	July
6414	A Hard Day's Night	Aug.
6415	A Shot In The Dark	July
6416	Woman Of Straw	Sept.
6417	The Secret Invasion	Oct.
6418	Invitation To A Gunfighter	Nov.
6419	Topkapi	Oct.
6421	Kiss Me, Stupid	Dec.
6422	Four Days In November	Dec.

**Universal**

6401	Charade	Jan.
6402	Young And Willing	Jan.
6404	Dream Maker, The	Feb.
6405	Man's Favorite Sport?	Feb.
6406	Hide And Seek	Mar.
6407	Captain Newman, M.D.	April
6408	He Rides Tall	April
6409	The Brass Bottle	May
6410	The Raiders	May
6413	The Chalk Garden	June
6414	Evil Of Frankenstein	June
6415	Nightmare	June
6416	Wild And Wonderful	July
6417	Bedtime Story	July
6418	Marnie	Aug.
6419	Island Of Blue Dolphins, The	Aug.
6420	McHale's Navy	Sept.
6421	Bullet For A Badman	Sept.
6423	I'd Rather Be Rich	Oct.
6424	The Killers	Oct.
	Guns Of August	Sept.
6425	The Lively Set	Nov.
6426	Send Me No Flowers	Nov.
6427	Kitten With A Whip	Dec.
6428	Sing And Swing	Dec.

**Warners**

351	Wall Of Noise	Sept.
352	The Castilian	Oct.
353	Rampage	Nov.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
358	America, America	Feb.
359	The Incredible Mr. Limpet	March
357	Dead Ringer	Feb.
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
362	Act One	April
363	Distant Trumpet	May
364	FBI Code-98	June
365	Robln And The 7 Hoods	July
366	Ensign Pulver	July
451	Kisses For My President	Oct.
452	Ready For The People	Oct.
453	Youngblood Hawke	Nov.
454	Sex And The Single Girl	Dec.
455	Dear Heart	Jan.
456	Two On A Guillotine	Dec.
457	None But The Brave	Feb.
458	Affair At Villa Fiorita	Apr.
478	Hamlet	Oct.
479	My Fair Lady	Oct.
480	Cheyenne Autumn	Dec.



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MOTION PICTURE

# EXHIBITOR

DECEMBER 2, 1964

Volume 72

Number 20

IN THREE SECTIONS • THIS IS SECTION ONE



## MGM Profits Mark Fiscal Turnabout

(See page 6)

## Record UA Net By 3rd Quarter

(See page 18)

Jimmy Carreras, chief barker, Variety Clubs International, cabled that the Greek boy on our cover last week would get his chance to see. Variety is bringing the blind youngster here for a possible operation. See story on Page 7.

**SHORT SUBJECT SURVEY . . .** starts on page 10



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Volume 72 • No. 20

DECEMBER 2, 1964

OUR 46th YEAR

## WILDCATS ON A FEATHERBED

IMMEDIATELY UPON RECEIPT of last week's issue of MOTION PICTURE EXHIBITOR, in which criticism was heaped upon IATSE members in San Francisco for their damaging wildcat walkout, we received several telephone calls decrying our attitude.

The issue at stake appears to be the question of how many men it requires to operate the projectors in a first-run San Francisco theatre. We spoke up, condemning the operators for walking out on a packed house that had paid to see "My Fair Lady" and were left to face a darkened screen.

In addition, our criticism of featherbedding took into account that Los Angeles, and most other California cities have found that one man in a booth can put on a perfectly good picture. San Francisco remains a lonely holdout in this apparently settled question. Nationally, we are told less than 10 per cent of the theatres are required to have more than one operator.

The San Francisco Theatre Owners Association, representing the majority of theatres in the city, retaliated against the operators, who, according to the international headquarters of IATSE, had no authority to stage the strike. We can only reiterate our feelings about local unions that act autonomously

and irresponsibly.

We recall two instances where, for a score of years, we had the best of relationships with the local IATSE. When business suffered a setback, we were forced to seek the elimination of "featherbedding" practices. The union would have agreed, but another exhibitor sought the same exemption for himself and the union refused us both.

We then closed the theatre and placed a large ad in the newspapers explaining our position to the public. We had to stay closed for four weeks, during which time more than a dozen persons were kept out of work at the theatre. Eventually, with all parties hurting and the businessmen in the area complaining, a settlement which included the elimination of the "featherbedding" practice was reached.

This same pattern was repeated in yet another town not 50 miles from the first. After two weeks there, the local called for a meeting, but we didn't think the lesson was learned. In four weeks, this strike was settled too—at a cost of a month's wages. The projectionist's raise, in retrospect, was hardly equal to the hardships worked on all concerned—gaining only 40¢ per week for the 3 men on the continuous run policy. Can you imagine that?

## WHERE THERE'S LIFE—THERE'S HOPE

IT LOOKS LIKE SOME departments in Washington are finally waking up! The Food and Drug Administration has decided, after three years of intensive study and negotiation, that all peanut butter should contain at least 90 per cent peanuts—which it finally says is a reasonable and practical amount. Just how the Federal Government got so involved in this sticky question is a mystery to us.

We heard that manufacturers were adding lard and other substances to their peanut butter to make it smoother and less likely to cling to the roof of the mouth.

Just how much the Government spent on this nutty job

is also a mystery—though we'll wager it wasn't peanuts. So take heart, theatremen, and look to the day when word gets around that another sticky issue needs Uncle Sam's attention—that of blind bidding on films not even in the can, let alone available for screenings!

For example's sake, we know of a distributor in a bidding situation that has had a favored customer for years. This lucky exhibitor bought many pictures without putting up a cent, and other theatremen were shut out entirely. And that ain't peanut butter, either.

## NO ONE CAN MAKE IT ALONE

COOPERATION BETWEEN ALL FACTIONS of the industry to halt the closing of theatres is urgent even if it means throwing out some pet sales policies. It has been proved by bitter experience that these policies can't possibly fit every situation. Desperate times call for desperate remedies.

It is a fact that theatres are being forced to the economic wall while certain distributors ignore another fact: many theatres can't pay the prices for film which are currently being demanded.

We are reminded of an incident where the head of a company raised the roof at a meeting and demanded that his sales staff bear down and get more returns. After he left the meeting, one of the oldest salesmen present said, "We must remember that he is really on our side." Well, exhibitors and distributors had better remember that they are both really on the same side—despite bidding, high percentage terms, and other problems.

When a small theatre closes, the exhibitor has lost more than his livelihood; he has lost his whole life's interest. The

question keeps coming back—would the industry really be better off with fewer theatres? We know from more than half a century in this business that the answer is a resounding no.

An example—(only one and THERE ARE OTHERS) a city of more than 100,000 had seven theatres in the downtown area, four first-run and three second-run. The three second-runs were forced to close. Did the others do more business? No—they did less. In fact, seven subsequent runs closed in the same town, and business for the remaining four still did not improve. If we are willing to face facts, we will admit that when theatres close, a certain part of our audience is lost to moviegoing forever. They find other interests without much trouble. The entire industry is the real loser.

There is a common interest in keeping theatres open—all theatres. The only sensible act is for everyone in the industry to cooperate toward this end.

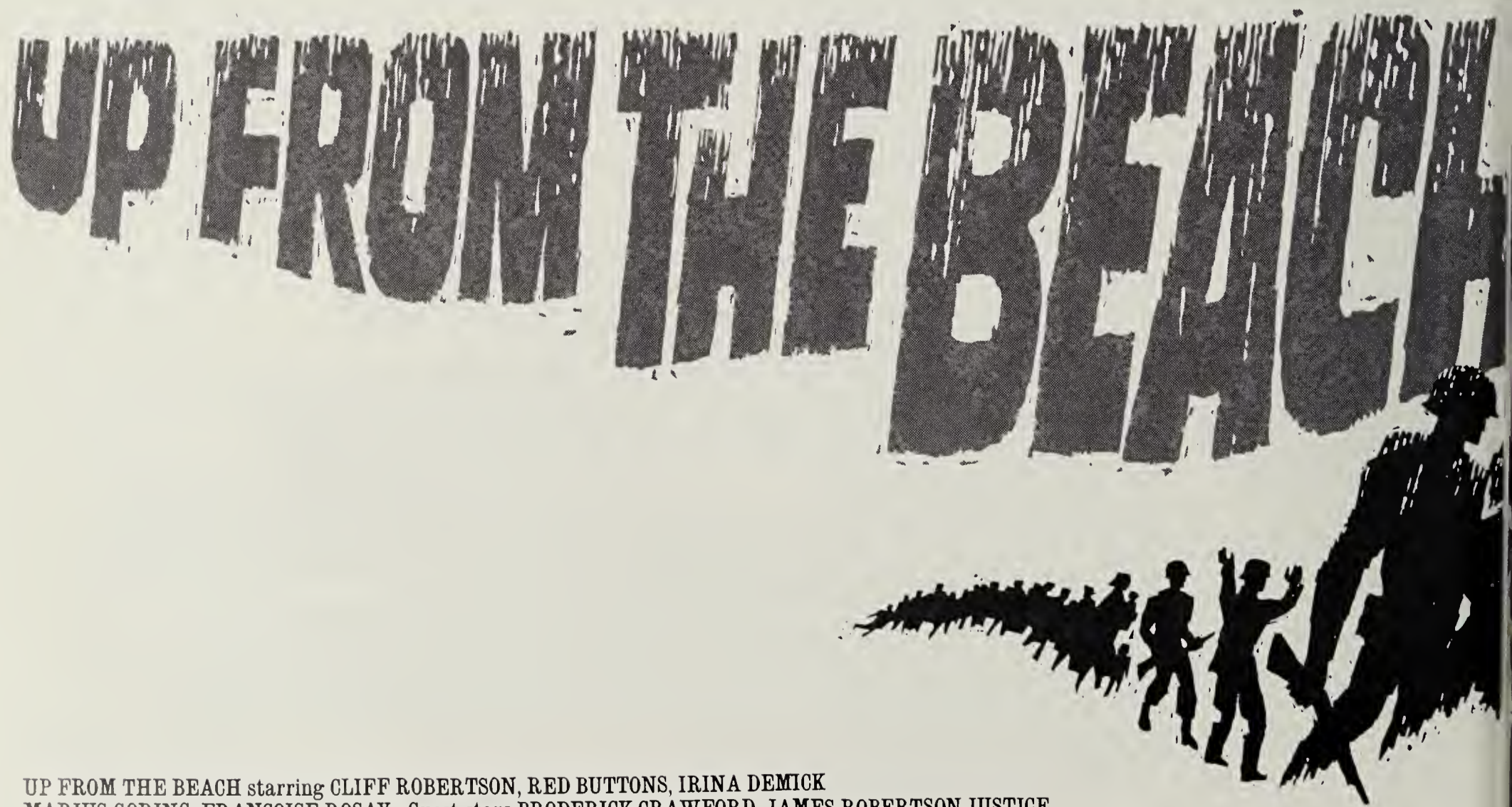
No one can ride out this storm alone.



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# Cease-Fire On Normandy Beach

Shooting now completed on another winner from 20th Century-Fox



UP FROM THE BEACH starring CLIFF ROBERTSON, RED BUTTONS, IRINA DEMICK  
MARIUS GORING, FRANCOISE ROSAY • Guest stars BRODERICK CRAWFORD, JAMES ROBERTSON JUSTICE  
Directed by Robert Parrish • Screenplay by Howard Clewes • CinemaScope

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# NEWS CAPSULES



## FILM FAMILY ALBUM

### Wedding Bells

Marjorie Kosiner, daughter of Mr. and Mrs. Harry Kosiner, of New Rochelle, N. Y., was married to Howard Lesser, son of Mr. and Mrs. Ben Lesser, Scarsdale, N. Y. The bride's father is an advertising and publicity executive at Columbia Pictures.

### Obituaries

Sam Craft, an employee of MGM for a number of years, died in Brooklyn, N. Y.

Leo Elliott, sales supervisor of the Blevins Popcorn Company, Nashville, Tenn., for 18 years, died in a traffic accident near here. Survivors include his widow and four children.

George Tomasini, 55, film editor at Paramount, died of a heart attack near Hanford, Cal. He had been in the film editing department since 1937. He is survived by his widow, former actress Mary Brian.

### Indie Organization Set

HOLLYWOOD—Attorneys Leon Kaplan and Samuel Zagon announced the formation of Independent Producers, Inc., as official organization of the former council for the major independents. Zagon will serve as board chairman of the newly organized group, with Kaplan as president. Eugene Arnstein will serve as executive vice-president and chief labor negotiator.

The primary purpose of the organization will be to function in labor negotiations and other matters before major distribution deals are set.

Included among the major companies affiliated with Independent Producers, Inc., are the Mirisch Corporation, Panama and Frank's Parkwood, Blake Edward's Patricia, J. Lee Thompson's Orchard, Herbert Leonard Enterprises, and Lawrence Turman, Inc.

### Music Firms To MCA

NEW YORK—Jules C. Stein, chairman of the board of MCA Inc., announced the purchase of the assets and worldwide copyrights of Leeds Music Corporation, Duchess Music, and the subsidiaries of both companies.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., NOV. 30

### U's Product Reel A Must!

Universal has a new product reel that every exhibitor should put on his "must" list. Starting with "Father Goose," Universal's Christmas attraction featuring Cary Grant and Leslie Caron, followed by glimpses of what's to come in "Strange Bedfellows," with Rock Hudson and Gina; "Bus Riley's Back In Town," with Ann-Margret; "The Truth About Spring," with Hayley Mills and James Mac Arthur; "The Art Of Love," with James Garner and Elke Sommer; "Shenandoah," with Jimmy Stewart; and "The Favor," with Rock Hudson and Leslie Caron, any one of these films is enough to warm the heart of the exhibitor lucky enough to land it for his theatre. Collectively, they add up to some sure-fire product ammunition that will go a long way in the battle to keep theatres healthy. See the reel for yourself, and we're sure you'll agree!

JAY EMANUEL

### Frisco Remains Dark

SAN FRANCISCO—The three top officials ousted by the membership of projectionists Local 162 filed an appeal for reinstatement with president Richard F. Walsh of the International Alliance of Theatrical State Employees. The IATSE has the authority to reverse the local membership action and restore to office Roy Johnson, Edward Pond, and Henry Meyer as president, secretary, and business agent, respectively, of the local, whose present top officers ordered the walkout on Nov. 13 at the Coronet and precipitated the retaliatory action by theatre owners who shut down the other 45 houses here the following day.

It was reported that over 500 motion picture theatre employees have applied to the State Employment Bureau for jobless insurance compensation, and it is possible that the theatre will remain dark over the holidays.



## BROADWAY GROSSES

### Turkey Day Brings Crowds

NEW YORK — Boosted by Thanksgiving holiday, the Broadway first run grosses were healthy indeed. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"SEND ME NO FLOWERS" (U). Radio City Music Hall, with usual stage show, reported \$132,282 for Thursday through Sunday, with the third week heading toward \$165,000.

"SLAVE TRADE IN THE WORLD TODAY" (Continental). DeMille claimed \$36,000 for the opening week.

"THE AMERICANIZATION OF EMILY" (MGM). Loew's State announced the fifth week as \$33,000.

"FIRST MEN IN THE MOON" (Columbia). Loew's Capitol stated the opening week would hit \$21,000.

"TOPKAPI" (United Artists). Astor reported \$20,000 for the 11th week.

"MY FAIR LADY" (Warners). Criterion had \$69,623 for the sixth week of 12 performances.

"YOUNGBLOOD HAWKE" (Warners). Rivoli stated the fourth week was \$11,000.

"GODZILLA VS THE THING" and "VOYAGE TO THE END OF THE UNIVERSE" (American-International). RKO Palace said the opening week would total \$15,000.

"GOODBYE CHARLIE" (20th-Fox). Warner figure was \$20,000 for the second week.

## Schneider Sees Industry Continuing To Improve

NEW YORK — A. Schneider, president, Columbia pictures, told stockholders that "attendance figures, for the first time in years, are on the rise both here and abroad; and there is much evidence of renewed interest in motion pictures. Foreign markets for motion pictures are expanding. The population is increasing at a brisk pace throughout the world, and this should give us a potential of millions of new movie fans."

Schneider observed that "moviegoing is not only being encouraged by better pictures, but also by newer, modern, and more comfortable theatres. Last year alone, more than 300 theatres were either opened or under construction and nearly 700 existing theatres completely modernized. People have more leisure time, more money to spend. These are among factors that should contribute to the growth of our business."

### N. Y., Coast Top BV Drive

NEW YORK—For the first time the Buena Vista sales incentive award for exceptional work during the annual Walt Disney cartoon drive has been given to two districts. The winning sales forces for 1963-64 are the New York and Pacific Coast districts; the cash awards will be shared by all members of the staffs.

Vito Sperti was top man on the New York district sales force, and Don Conley, district manager, led on the Pacific Coast.



The personnel of Trans-Texas Theatres are seen at the recent managers' meeting at the Statler-Hilton Hotel in Dallas. From left to right are Clyde Wood; his wife Geneva Wood, manager, Fine Arts, Denton; Maryon Hudgins, city manager of Dallas and manager of the Capri, Dallas; Glyn Morsbach, manager, Chief Drive-In, Austin; Jimmy Brassell, head booker; president Earl Podolnick; Don Burroughs, manager, Burnet Drive-In, Austin; Dick Empey, ad-publicity director; Larry Linck, auditor and treasurer; Harry Gaines, manager, Hollywood; Joe Dyer, manager, Texas, Austin; Gene Welch, short subjects booker; Fred McHam, manager, Strand, Wichita Falls; Leslie Spears, manager, Fine Arts, Dallas; and Bill Bohling, manager, Capri, El Paso.



# MGM In Total Fiscal Turnabout

Production, Distribution  
Upsurge Leads Company  
To Profit Of \$7 Million,  
Compared To Huge '63 Loss

NEW YORK—Metro-Goldwyn-Mayer, Inc., announced that operations for the fiscal year which ended August 31, 1964 resulted in net earnings of \$7,390,000, or \$2.83 per share with all divisions of the company operating at a profit. This compares with a net loss of \$17,479,000 or \$6.79 per share in the preceding year.

The complete turnabout, with the most progress being in the production and distribution of motion pictures, is illustrated by a comparison of earnings, before interest and income taxes, which show a \$17,624,000 profit for 1964, as compared with a loss in 1963 of \$30,234,000—a favorable swing of \$47,858,000 between the two years.

During the 1964 fiscal year the Company paid dividends amounting to \$3,890,000 at the rate of \$1.50 per share. Since 1924, Metro-Goldwyn-Mayer, currently observing its 40th anniversary year, has paid to stockholders \$199,791,807 in cash dividends. "Throughout these years," Robert H. O'Brien, president of the Company reported in his letter to stockholders, "the trademark of the roaring lion has come to stand not only for notable entertainment, but for sound business operations. The groundwork we have laid, the pictures we have in hand and in process . . . give us confidence that our earnings will continue to increase."

It was reported in the letter that during fiscal 1964 the Company had reduced its debts from \$40,448,000 to \$19,908,000, representing payment of \$18,256,000 of short term bank loans and \$2,284,000 of debenture debt.

## 60 Films Now In Works

Outlining the Company's motion picture production and release policy, O'Brien stated, "Our motion picture production and distribution program is largely set for the next two years. Today more than 60 feature films are in various stages of production—either completed, in photography or in pre-production preparation. Such advance planning gives us a better opportunity to select and organize the creative elements essential to quality picture making and to budget and control costs so that the total investment bears a proper relationship to the estimated box office potential in each picture. It also enables us to choose the best period for release of product and affords us time to develop an effective merchandising program in support of each picture."

It was also reported to stockholders that the Company has set up increased residual costs for motion pictures distributed last year against their subsequent release to television, to give increased recognition to this important source of income. Increased residuals thus set up on each picture released in 1963-64 enlarged the net 1964 profits of the Company by \$950,000 or \$.36 per share.

O'Brien further stated that the Company has a "substantial backlog of post '48 pictures which have not been released to television."



Seen at the recent Motion Picture Pioneers dinner in New York were, left to right, Spyros P. Skouras; Barney Balaban; Harold J. Mirisch, Pioneer of the year; Sam Goldwyn; and Adolph Zukor.

## IFIDA Petitions Government To Release Kennedy Film

NEW YORK—The Independent Film Importers & Distributors of America, Inc., (IFIDA) called for congressional action to permit the screening in American theatres of the new motion picture "John F. Kennedy: Years Of Lightning—Day Of Drums."

IFIDA further offered to make available its services toward the full and complete distribution of this motion picture.

In a telegram sent by Michael F. Mayer, executive director of the IFIDA, to George Stevens, Jr., of the United States Information Agency, Washington, D. C., the IFIDA said "Our organization of independent film distributors is deeply anxious to have made available to American screens what is re-

ported to be a magnificent new feature documentary on President Kennedy, produced by your office."

The telegram stated "As film importers-distributors, we want our country to see the best in filmed material available to the world abroad. We hereby offer, through our members' facilities, full and complete distribution of this film at minimal cost, if it can be made available for domestic theatrical showings.

The telegram requested that Stevens make the organization's offer known to the Administration and to the Congress, and suggested the USIA head act in the form of a Congressional resolution to free the film, which has received a tremendous acclamation abroad, for viewing by the American public.

Mayer also stated that copies of the telegram had been sent to Vice-President Elect Hubert H. Humphrey and to the Speaker of the House. All IFIDA members were urged to press the Congress for a permit to distribute the film in this country.

Showing in the U. S. is prohibited currently under a law forbidding distribution in this country of material which was produced by the USIA in the interests of furthering America's image abroad.

## Brandt Battles Dropouts

NEW YORK—Harry Brandt, president, Independent Theatre Owners Association of New York and of Brandt Theatres, is serving as president of the Susan E. Wagner Memorial Fund.

The Susan E. Wagner Memorial Fund has been established to honor the memory of New York City's First Lady with a program to prevent dropouts from high schools and colleges in the metropolitan area. The Fund is working in close cooperation with the Board of Higher Education and the Superintendent of Schools.

Already, the first of what is hoped to be hundreds—or thousands—of scholarships have been awarded to deserving recipients.

## Emb. Leases New Offices

NEW YORK—Embassy Pictures Corporation, in an expansion move, has leased the entire 23rd floor, consisting of 21,125 square feet of space, in the 45-story J. C. Penney Building being completed at 1301 Avenue of the Americas, at 52nd Street, in New York.

The move from the present quarters, in the Time & Life Building nearby, will be effected next June 1. Facilities in the new home-office will incorporate the latest in office equipment. Included will be a private screening room for use in both the company's theatrical and television operations.

Embassy with expanded operations in motion picture, television and theatrical fields, encompassing production, distribution and exhibition, said provision will be made in the new quarters for expected future space requirements.

## Flattery To Technicolor

HOLLYWOOD—The appointment of Thomas L. Flattery as secretary and corporate counsel for Technicolor, Inc. and its wholly owned subsidiary, Technicolor Corporation of America, was announced here by Melvin H. Jacobs, president of both companies.



## Disney '64 Earnings Up; New Execs Named

NEW YORK — At an adjourned regular meeting of the board of directors of Walt Disney Productions held here, Roy O. Disney, president, informed the board, subject to final audited figures, that earnings for the fiscal year ended October 3, 1964 will show an improvement over last year.

Disney also told the board that a payment of \$2.5 million had been made on the principal amount a \$12.5 million loan, leaving the balance of the loan outstanding at \$10 million.

At the present time, he said, all indications point to another good year ahead.

Among the actions taken by the board were declaration of a regular quarterly cash dividend of 10 cents per share and the annual stock dividend of 3 per cent, each payable January 1, 1965 to stockholders of record on December 3, 1964.

Also the election of Donn B. Tatum as a member of the board of directors and executive committee to replace Gunther R. Lessing, whose resignation was received. Lessing, however, remains as legal vice president.

Tatum was also named vice-president—administrative assistant to the president, from his current position of vice president—television sales.

Roy O. Disney was named chairman of the board, Spencer C. Olin vice-president—general attorney—talent, properties, copyrights and patents; and Richard T. Morrow, vice-president — general attorney — corporate — finance.

## Tivoli To Brotman

CHICAGO—Oscar Brotman and Leonard Sherman have purchased the Tivoli Theatre in Downers Grove, Illinois. The actual date of change-over will be Christmas Day.

The Tivoli has 1,500 seats, all on one floor, spacious foyers and a modern front. There are parking facilities all around the theatre to accommodate hundreds of cars.

The theatre has long been one of the most popular family theatres in the suburban area. It will continue to play the newest film releases, in what is known as the "first outlying run" in motion picture parlance.

This acquisition makes a total of five theatres owned by Brotman and Sherman, including the two first-run theatres, Loop and Carnegie, the west suburban Hillside and the Oasis Drive-In in the Northwest area.

Al Raymer will be in charge of buying and booking.

Brotman stated a \$50,000 interior modernization program will start early in 1965.

## "Ski Bum" To Embassy

NEW YORK—In a major pre-publication deal, Joseph E. Levine's Embassy Pictures has acquired motion-picture rights to "The Ski Bum," a new romantic-adventure novel by Romain Gary.

The book will be published in the United States next Feb. 24. by Harper & Row. Acquisition of the novel was conducted through Robert Lantz, literary agent and American representative for the author.

Embassy Pictures will participate with Harper & Row on an extensive advertising and promotional campaign launching both the book and the forthcoming film version.

"The Ski Bum" will go into production in 1965, under a multi-million-dollar budget.

# General Cinema Twin Theatres Near Completion As San Antonio's Newest

## Classification Bill Seen In Legislature's Future

ALBANY—A classification bill is expected to be introduced during the 1965 session of the legislature here, if presented as planned by the Joint Committee on Offensive and Obscene Material.

Luigi R. Marano, who failed in the recent election to unseat the Democratic incumbent in the 15th Congressional District, and has battled for anti-obscenity measures in the past, is retiring this year, but indicated a majority of the members would favor adoption of "Adults Only" type classification.

Whether this would come in the form of a Regents' advocated bill setting up an "advisory" classification for schoolchildren and tightening admission and seating of minors unaccompanied by an adult, has yet to be decided.

## Baiano To WB Talent

NEW YORK—Solly Baiano, for many years a top motion picture industry talent executive, has returned to Warner Bros. in that capacity.

He will spearhead Warner Bros. efforts to build the company's talent roster by scouting young prospects in universities, little theatre groups and elsewhere throughout the nation.

SAN ANTONIO—The first pair of twin theatres, with combined seating capacity of 1,600, and the first new motion picture theatre built in the local area since 1948, are nearing completion at the North Star Mall, local shopping center, and should be ready to open before Christmas.

H. B. Palmer, Dallas, southwestern division manager of General Cinema Corp., Boston, which operates 81 theatres over the eastern half of the nation, said Ted Waggoner, former operator of the South San Theatre and other theatres in Texas, will be manager.

One of the new theatres will have 1,000 seats and the other 600. One lobby will serve both theatres. Normally, different pictures will be shown in the two sections, although at other times the same picture will be shown, starting at one hour intervals so that patrons can attend at the most convenient time.

Palmer said his company now has five twin indoor theatres in other cities. It also operates 37 D-I's and 39 single indoor theatres. It has opened new single units in Austin, Dallas, and Fort Worth in the past year, has three other theatres under construction in Houston, and is planning to build in the new North Park shopping center in Dallas.

The North Star Mall operation will be known as Cinema I and Cinema II. The smaller theatre will be equipped for 70mm road show productions which require long runs. The screens will be the largest in the southwest. Seats will be push-back type.

## Variety Lights Up A Boy's Dark World

"DOTH GOD EXACT DAY LABOUR, LIGHT DENIED?" Some of our readers may recognize this famous quote, penned by the English poet John Milton. Others may have never had the occasion to read Milton's sonnet, "On His Blindness," from which the quote was taken. One thing, however, that all of you have in common is that you have the gift of sight.

Thanks to a lot of people like you, especially those who actively support the work of Variety Clubs, this precious gift may be bestowed on a child who has been blind since birth. His name is Lakis, and you may have seen him on the cover of last week's EXHIBITOR, together with his uncle, Pete Harrison.

Pete, whose recent recovery from cancer was aided by financial help from his many friends in the industry, wrote us from Greece about Lakis. We, in turn, ran the photograph of Pete and Lakis on last week's cover, together with a plea for help. The object was to get Lakis to America for examinations that could determine whether or not a delicate transplant operation that would give him the use of his eyes could be performed.

Almost as soon as the EXHIBITOR was in the mails, we received word that Jimmy Carreras, chief barker of Variety Clubs International, had seen our story and was going to "take care" of the whole thing. Through Edward Emanuel, past international chief barker, we learned that Variety was cutting through the considerable red tape involved

in getting the boy here, including posting a bond with the Greek government, and arranging for transportation, hospital, and surgical expenses. Carreras, in the tradition of men who get things done, had acted without the hindrance of special meetings and authorizations, in line with his remarks before the delegates to the Theatre Owners of America convention to the effect that he considered all of Variety clubs one when it came to such charitable works.

To wrap up little Lakis' gift of hope, Philadelphia Variety Club Tent 13 has contacted a top specialist in the city's famed Wills Eye Hospital, who will examine the boy and perform any necessary surgery without charge. In addition, Tent 13 will cover all expenses for the boy and his Greek nurse while they are staying in the city. Truly an act of brotherly love from the city of brotherly love.

The poet Milton, though blind as little Lakis, was able to see. He recognized the answer to his own question—that we must labor even if we can't see the fruits of our efforts. Pete's nephew, though his case is a touching one, is but one child that will be helped by Variety this year and very year. We hope medical science can do something for Lakis, for there is no substitute for the gift of sight.

Milton ended his sonnet with the oft spoken line, "They also serve who only stand and wait." Lakis, then, has already repaid those who have helped him by opening the eyes of others to the tremendous good that can be done if we take ourselves to task.



# The NEW YORK Scene

By Mel Konecoff

**PRODUCTION NOTES:** PRODUCER JERRY BRESLER, WHO RECENTLY COMPLETED "Major Dundee" and "Love Has Many Faces" for Columbia release, had a couple of pet peeves going at the moment when we saw him the other day. He was critical of critics and some exhibitors.

As regards exhibitors, he thinks that contact with them is important but he is tired of hearing the complaint that producers don't cooperate with exhibitors enough. During the filming of his pictures he sent out bulletins advising them of the filming and the progress being made and he was shocked that so few wrote him with questions, suggestions, etc. You never hear from exhibitors before or during production but some are always ready to criticize afterwards, when it's too late to follow through on any of their suggestions. It's easy, said he, to be a second guesser. He will be going out on the road to meet exhibitors and press as the films get closer to release next year.

As regards critics, "we're making pictures for audiences, not critics," he said, stressing that the reviewers didn't like "Diamond Head" but the public did, as evidenced by grosses. He noted that "Love Has Many Faces" will be a good audience and woman's picture but he didn't know what to expect from the critics. He thought it was difficult for them to pick out who did what in a film when they criticize same and they shouldn't try.

He made both pictures simultaneously in different parts of Mexico because the casts became available and he didn't want to take a chance on losing out by delaying. This meant he had to shuttle back and forth in a small plane between the widely separated location sites. Everyone was very cooperative despite some primitive conditions which saw fumigating machines being used continuously, dysentery, insect attacks, etc. He even had to don rubber gloves and help a lone doctor operate on a stunt man, who was wounded in the back by a gunshot.

Bresler believed that advertising was very important and this should be started as soon as a property is purchased and a script started . . . Music is important and the best talent should be secured . . . That cycles shouldn't be continued but that producers should switch instead of continuing in a rut . . . That the business needs new talent and that we are getting into a rut by trying to exist with only established people . . . The unions should realize that new blood is needed and act accordingly . . . He has been trying to help out whenever possible when he films . . . Projectionists should exercise greater care when they show films, he said.

**PREDICTIONS AND COMPLAINTS SECTION: WILBUR SNAPER, CHAIRMAN OF Allied's film committee, predicted that a merger would be in order between Allied and TOA at which time exhibition will really be able to act to correct a number of wrongs now in evidence. Some of these, when corrected, can not only increase the incomes and grosses of exhibitors, but of distributors as well.**

As of now, he noted that first runs are getting big pictures okay but they are being withheld too long from the subsequent run theatres and much of their value is dissipated by the time these theatres get around to playing some of the films with the public thinking of them as old pictures by the time they finish playoff. The distributors have been concentrating in the main on the peak periods of the year such as the summer and holidays and he felt that they were only operating at peak efficiency six months out of the year. They've downgraded the picture business to a part-time operation.

Terms demanded by distributors for holiday playing time are ridiculous, he said, stating that some are demanding minimum runs of two weeks for Christmas, which is wrong for some films. He would like to get two cracks at audiences during that period and he thought that good business demands two changes. They also ask for top terms, which is a limiting factor. Instead of a policy being set for a film it should be allowed to find its own level. He thought, too, that there was a definite shortage of product with the so-called second feature of little value these days.

Exhibitors are willing to open new theatres these days, he said, but they should receive some sort of encouragement from the distributors, which has not been forthcoming. Their rules and regulations and nonsensical policies really make it tough for exhibitors. He had a gripe, too, about the free movies being offered at colleges, PTA meetings, etc., which provides extra, unneeded competition. The distributors get almost nothing for these bookings and the local theatres can't even get the films, which, in some cases, might gross well. "The sales forces in the field have either been handcuffed or sterilized," he charged. The home office tries to run the field without knowing what the situation is in most cases, and it tries to fit all theatres into one mold. The right of negotiation has been stripped from both the field force and the theatre, he thought.

The most vicious thing in the industry today is bidding, which has gotten out of hand with the distributors only anxious to get as much film rental as possible. He had some unprintable comments for blind bidding as well, and for the showcase method of operation, which has caused much disagreement among the distributors themselves. He said there is no reason why bidding can't be used on an honorable and workable basis, and he wished that there was more leadership and statesmanship in distribution.

If the film companies have selective selling, he saw no reason why exhibitors can't institute selective buying in retaliation. The distortion in the releasing pattern is unbelievable, he felt, and he called for conferences between exhibition and responsible people in distribution to try and settle many of the problems existing today.

**BITS & PIECES:** RALPH HETZEL HOLDING HIS FIRST ONE-MAN EXHIBIT of abstract paintings at the Chase Gallery. When he's not painting, he's acting as president of the Motion Picture Association of America . . . **PERSPIRATION NOTE:** 20th-Fox back in the promotion swing sending over a Fawz University sweatshirt, which means we can join John Goldfarb for some matriculation before he comes home.

## Ludwig Announces BV Film Schedule For 1964-65

NEW YORK—Returning from executive meetings at the Walt Disney studios in Burbank, Calif., Irving H. Ludwig, president and general sales manager of Buena Vista, announced the product line-up of Walt Disney films to be released by BV during the remainder of 1964 and through 1965.

A Christmas package release is "Emil and the Detectives," teamed with special 48-minute featurette, "The Tattooed Police Horse."

For February, 1965, "Those Calloways" will topcast Brian Keith, Vera Miles, Brandon de Wilde, Walter Brennan, Ed Wynn, and Linda Evans.

In keeping with Buena Vista's special release pattern for "Mary Poppins," the film-musical starring Julie Andrews and Dick Van Dyke will open in specially selected cities during Easter, following its pre-release engagements. The musical fantasy will go into broad release at the end of July and through August.

"Cinderella," the Walt Disney full-length cartoon feature, returns in June to theatres all over the country. According to Ludwig, "More than seven years have passed since 'Cinderella' was last presented to moviegoers. Now a whole new generation is waiting to see it. In re-releasing 'Cinderella,' we are following a pattern we have successfully established in presenting the Walt Disney full-length cartoon classics to the public."

In June, July and August, Buena Vista will release Walt Disney's widely acclaimed "True-Life Adventure Festival." The 12 subjects, in Technicolor, which comprise the festival have garnered a total of seven Academy Awards.

"The Monkey's Uncle," set for a July release, is a teen-age comedy in the tradition of "The Misadventures of Merlin Jones." It Stars Annette, Tommy Kirk, and Leon Ames.

"Old Yeller" returns in late October and November.

To round out 1965, Disney offers the Christmas release of a comedy-thriller, "That Darn Cat." Haley Mills heads a cast including Dean Jones, Dorothy Provine, Roddy McDowall, Ed Wynn, Elsa Lanchester, and William Demarest.

## Loew's Reports Net Loss

NEW YORK—Loew's Theatres, Inc., for the fiscal year ended Aug. 31, reported profits from operations of \$3,166,681 equal to \$1.29 per share, and capital losses of \$3,246,720, equal to \$1.32 per share, a net loss of \$80,039, equal to three cents per share.

For the preceding year, Loew's Theatres, Inc., reported operating profits of \$933,384 or 38 cents per share, capital gains of \$1,581,098 or 63 cents per share, making a total of \$2,514,482 or \$1.01 per share.

## Indie Marks Birthday

WASHINGTON, D. C.—Sheldon Tromberg, founder and head of Box Office Attractions, in celebrating his first year in business as a distributor here and in the Philadelphia exchange area, announced that four current releases were bringing in an average of \$9,000 per week. The four features are "One Potato, Two Potato," "Love, The Italian Way," "Carry On Spying," and "The Cool World." Companies which Box Office represents are Cinema V, Sigma III, Zenith International, Governor Films, Medallion, and Royal.



## Fox Reports Third Quarter Profit; Sees Good Closer

NEW YORK—Darryl F. Zanuck, president of 20th Century-Fox reported net earnings of the Corporation in the third quarter of 1964 were \$2,485,000 equal to \$.92 a share, bringing total net earnings for the first nine months of the year to \$7,416,000 or \$2.75 per share on 2,700,633 shares outstanding.

For 1963, the Corporation reported net earnings of \$2,081,000 or \$.77 a share for the third quarter and \$6,841,000 or \$2.53 a share for the first nine months based on the number of shares now outstanding. Because of the availability of a previous loss carried forward into 1963 and into the first nine months of 1964, provision for a Federal income tax is not required.

Zanuck said that the Corporation expects the favorable trend in net earnings to continue in the last quarter of 1964.

A quarterly cash dividend of \$.15 per share and a semi-annual 2 per cent stock dividend have been declared on the outstanding common stock payable December 30, 1964 to stockholders of record at the close of business December 11, 1964.

## Frankenheimer Slates "Q"

NEW YORK—Producer Jerome Hellman and director John Frankenheimer announced that they have joined their respective independent film companies and will co-produce "The Q Document," a suspense drama based on the best-selling first novel by James Hall Roberts.

Picture, to be produced by Hellman and directed by Frankenheimer, will be a joint venture between Pan Arts Company and John Frankenheimer Productions. Pan Arts Company originally purchased the property for \$100,000. A budget of \$3.5 million has been set for the film, to be made in color and wide screen.

## Tent 35 Nominations

NEW YORK—The nominating committee of New York Variety Club, Tent 35, consisting of Ira Meinhardt, Ed Finneran, Harold Klein, Lee Koken, and Charles Okun, reported that 11 members have been named for the office of convassman of the tent. Upon election to the office, they will select a slate of officers to govern the Tent in 1965. The 11 named are Charles Boasberg, Irving Dollinger, Ed Finneran, Saul Jeffee, Jack H. Levin, William Roddick, E. David Rosen, Harold Roth, Charles A. Smakwitz, James R. Velde, and George Waldman.



Producer-director Robert Rossen, seated, is flanked by Columbia Pictures president A. Schneider, right, and Columbia executive vice-president Leo Jaffe at the official signing of a new two-film deal between Rossen and Columbia.

## LONDON Observations

By Jock MacGregor

FAR TOO FEW, EITHER IN OR OUT OF THE INDUSTRY, REALLY APPRECIATE the fine job that is done by the children's cinema clubs run at most British circuit and independent houses on Saturday mornings. They have gone far from the days of a string of cartoons and a couple of comedies. Programs now consist of subjects specially made by the Children's Film Foundation, which is financed with grants from the Eady Fund and other films specially recommended by the British Board of Film Censors. While they are planned to foster moviegoing and better citizenship, there is nothing smug about them. Stage acts, quizzes, singsongs, periodic talks on, say road safety, etc., round off the shows.

Rank clubs, which are keenly supervised by Muriel Bickerton, strongly favor national contests which require children to see a film. The latest has been sponsored with British Transport—which has made a two reeler, "The Railway Story." Members must answer 10 questions about it and write a rail safety slogan. Some 1600 prizes are being offered at the theatre and regional levels and the national winners will go with their parents on an 8 day Scandanavian luxury cruise. The contest is divided into two age groups and some 140,000 entries are expected from the 250 clubs.

The promotion was launched at the Holloway Odeon, North London, on a Saturday morning with all the trimmings of a West End preme, but with a lot more purpose than most. Assistant managing director Bryan Quilter, theatre controller Michael Quilter and other executives attended—the club's young traffic marshalls formed a guard of honor for the star—pop singer Joe Brown (but broke ranks in their excitement!). Manager Alan Quelch-Brown introduced the star on the stage and the film was welcomed with excited anticipation.

The circle foyer display was outstanding by any standard. The centre piece was a working mockup of an express loco footplate. On hand to answer countless questions were a veteran engineer and a guard. Model railroad layouts, equipment, photos etc., completed the exhibition. Delighted with the show was Bryan Quilter and the occasion allowed me to meet him for the first time in fully relaxed mood.

HAVING HEARD ALLIED STATES JACK ARMSTRONG'S ENTHUSIASM FOR what he had seen at the MGM Elstree Studios, finding a fog free morning and having a clear schedule until the Variety Club election dinner, I hied there for lunch with publicity chief Paul Mills. Andrew and Virginia Stone were away shooting "The Secret of my Success" with Stella Stephens around the stately homes and with the sun in the sky. Laurence Bachmann had Frank Tashlin directing Tony Randall on location for "The ABC Murders." On the floor, Michael Anderson was putting the final touches to "Operation Crossbow," which Carlo Ponti produces. Sophia Loren had already finished her part and George Peppard was on his last days. Shot in Panavision on an extended schedule, great things are expected of this wartime spy thriller concerning the Allied efforts to discover Germany's secret weapons. Indeed, it is shaping so well that it may be a road show presentation. On another stage, Martin Ransohoff, over from Paris, was screen testing a beautiful model, Deborah Dove. In the cutting rooms are the star studded "Yellow Rolls Royce" "Young Cassidy" and "The Hill" and the buzz in each case is encouraging. I can fully understand Jack Armstrong being impressed. Back in town for a quick change and a dash for the Savoy for probably the best attended and mounted VC election dinner ever. Neither newcomer to the crew is in the industry: Sefton Myers is in property development and Wilf Whitby, advertising.

ANOTHER TRIP AWAY FROM THE WEST END WAS WHEN I WENT WITH DAVID Jones' assistant Clifford Elson and up and coming Richard O'Sullivan, who stars in "Everyday's a Holiday," to join a judging panel for the South London area finals of the "Beach Party" beauty contest which is being run to plug the AIP release. There was a packed house for "Carpetbaggers" and Cliff, who is a fine compere, soon had them in receptive mood for the 13 swimsuited lovelies. The winner now goes to the final at The People's Variety Club Ball at the Albert Hall on New Year's Eve, when one will be chosen for a Hollywood vacation and a part in a "Beach" movie. This live promotion is making Britain conscious of the series in a big way.

I HAVE A HUNCH THE INDUSTRY WILL HAVE TO TAKE SCREENWRITERS more seriously. Nationally they have got away with a lot in a quiet way, particularly with their credits cluttering up adverts and becoming showmen's nightmares. Now a militant International Writers Guild has been formed here with Hollywood's James R. Webb (credits: "How The West Was Won," "Cheyenne Autumn," etc.) as first president. A 3 day conference with delegates from 20 countries opened with cocktails in a spectacular new rendezvous, Martini and Rossi's Martini Terrace on the top floor of the Haymarket skyscraper, and closed with a press conference when Lord Willis did much of the talking. He made no bones—it's more money they are after and a percentage of the profits of cinema and tv films which they write in particular. Their plans can result in the creation of another complicated and costly accounting machine. Producers should take care before rushing into new agreements.

A FABULOUS ALL-PAPERS BREAK INCLUDING A HALF PAGE IN THE DAILY Express (value: \$6,750) swept away the Monday morning blues for Maurice Cheepen of the Stamford Hill Odeon, North London and had John Behr and Rank executives on his doorstep before lunch for an unprecedented immediate presentation of a Rank Showmanship Star. Since "Lord of the Flies" is for adults only and a 13-year-old patron, who is playing a part in his school's version of the play at Easter, supposedly wanted some tips, he got permission from the censor and the local authority to show the film to the boy alone in the 2000-seater on Sunday morning. Every theatre playing the movie, which started national release that day, must benefit from the initiative of this neighborhood manager.



# 1964-1965's

## Short Subject Survey

WE KNOW SOME READERS of our publication who wince whenever the sometimes frustrating, always fascinating world in which they earn their living is referred to as the "motion picture industry." Actually, what bothers them is the word "industry." It conjures up visions of conveyor belts, mass production, and manufacture of a single product.

To these semantic worry-warts, we apologize. They can rest assured that the word is used for convenience and with no desire to belittle their contributions to the world of filmed entertainment.

These are the same men who would rather be called showmen than exhibitors. Again, we are happy to oblige, but only if they prove they have earned the right to be showmen. Just what is a showman? For one thing, he must be interested in the "show," and that is as good a way to launch a discussion of short subjects as any other.

The motion picture industry (there's that word again) has learned many important lessons in recent years. It had to in order to thrive and progress in the face of ferocious competition for entertainment time and entertainment dollars. If movies are truly better than ever, it is because audiences are more discerning and more demanding than ever.

Films are growing up, and that goes for the shorts as well as the epics. The growth may not be fast enough to suit everyone, and lapses in taste and quality may well be painful to all concerned. However, let us consider them growing pains. This does not excuse such lapses, but it does help us to understand them.

A "show" is a delicate thing—hard to define but well worth the effort. We are going all out to give moviegoers something new, wonderful, and exciting. Just look at the new theatres going up everywhere. If this rich experience can be enhanced

by the "show," then the "industry" is a world of wonder and the "exhibitor" is a "showman."

The short subject is to moviegoing what the appetizer, salad, garnishes and extra services are to eating in a fine restaurant. Important? Ask the fellow who operates your town's favorite eating place.

The variety of short subjects available to theatres is a revelation. The number of exhibitors who care enough about the "show" to use shorts effectively should be greater than it is.

If this special section results in a single theatre improving its programming, it will be worth the effort.

Showmen of the nation, plan your shows—you have nothing to lose but mediocrity!

Here, we trust, is a little help in that direction. A good short subject is a powerful weapon in the arsenal of entertainment.

### BUENA VISTA

BUENA VISTA, in 1965, will continue to provide theatres throughout the country with an outstanding and well balanced program of short subjects. All will bear the hallmark of Walt Disney, with its attendant marquee values and built-in promotion so acceptable to showmen everywhere.

Every short subject bearing the Disney imprint is a solid inducement to the ticket buying public, comprising audiences of all ages and interests.

Entertainment is the keynote of the Disney short subjects program, and all are released to theatres with the established Buena Vista showmanship label. Each subject is hand-tailored with a campaign comparable to that accorded most feature productions. Promotional aids in the form of special press

*(Continued on page 12)*



BUENA VISTA—"The Tattooed Police Horse"



BUENA VISTA—"Disneyland After Dark"





# TOM & JERRY IN '65

**Next year, 18 great TOM & JERRY'S will be running for office!**  
(Box-office, that is!)

Every year is election year with the theatre-going public. And here's just the kind of winning ticket an exhibitor likes to run with. ■ It's a slate of 18 colorful TOM & JERRY's, guaranteed to fill your bill with laughter in '65. Included are such dandy new candidates as *Penthouse Mouse*, *Much Ado About Mousing*, *Snowbody Loves Me*, *The Cat Above and the Mouse Below*, *The Unshrinkable*, *Jerry Mouse* and *Tom-ic Energy*. ■ So get on the bandwagon! Go with TOM & JERRY in '65 — the people's choice for cartoon entertainment.

from M·G·M for '65





sheets, ad mats, stills, and accessories are available to all showmen who will avail themselves of these vital tools.

Heading the list of the Disney shorts parade for 1965 are two featurettes, "The Tattooed Police Horse" and "Golden Horseshoe Review." "The Tattooed Police Horse" is a highly entertaining tale of a banished trotter's triumphant return to racing by way of the Boston Mounted Police.

"The Golden Horseshoe Review" stars Annette, Gene Sheldon, Wally Boag, and Betty Taylor, and recreates the high steppin', rootin', tootin' fun of the early frontier days.

Other specials include "Disneyland After Dark" and "Yellowstone Cubs," plus the "Hound That Thought He Was A Raccoon" and "Horse With The Flying Tail." All are 48-minute Technicolor featurettes.

"A Symposium On Popular Songs," "Arizona Sheepdog," "Goliath II," "Saga Of Windwagon Smith," and "Donald And The Wheel" comprise the mirth-provoking parade of two-reelers.

The three-reel live-action attractions include "Beaver Valley" and "The Olympic Elk," both award-winning short subjects from Disney's Truc-Life Adventure series.

The 1965 short subjects program runs the gamut of film entertainment from slapstick cartoon comedy, travel, music, and encounters with Mother Nature.

## COLUMBIA

A TOTAL OF 84 short subjects designed to aid exhibitors in developing well-rounded programs will be available from Columbia Pictures during the 1964-65 season, according to Maurice Grad, Columbia's short subjects sales manager.



GRAD

Grad said that the roster, which is an increase from the total shorts available during the previous season, includes product that can satisfy any exhibition situation. The gamut of the Columbia inventory includes eight special films including the Academy Award-Winning Ernest Pintoff-Mel Brooks Offering, "The Critic," which received added world renown in five international festivals during the past year;

single-reelers; two-reelers; one-reel color cartoons; and serials.

In addition to "The Critic" in the specials category, Columbia is currently releasing: "Little Boy Bad," "Dream of Roses," "Little Star of Bethlehem," "The Great Toy Robbery," "Three Stooges Scrapbook," "Orinoco," and "The Ride."

Of the 32 one-reel color cartoons on the Columbia Pictures short subject roster for 1964-65, 12 are the film exploits of the hilarious new screen cartoon character, "Loopy De Loop," created by the Academy Award winning team of Hanna-Barbera, and eight are the adventures of the renowned two-time Academy Award-winner, "Mr. Magoo." Twelve others are cream-of-the-crop reprints.

Among two-reelers, eight color featurettes are topped by such products as "Amazing New Zealand," "The Wonders of Miama Beach," "Fabulous California," and "The Wonders of Kentucky." Others in the two-reel category include eight Three Stooges comedy reprints; six reprinted Assorted Favorites; and six reprinted Comedy Favorites.

Single-reel films being released by Columbia include "The World of Sports," with 10 new reels for the 1964-65 season, and six "Candid Microphone" reprints.

The balanced short subject package from Columbia includes three serials: "Captain Video," "Jungle Raiders," and "The Great Adventures of Wild Bill Hickok."



COLUMBIA—The Three Stooges (Reissues)



MGM—"Tom and Jerry"

## METRO-GOLDWYN-MAYER

MGM's 1964-65 SHORT SUBJECT schedule is again highlighted by those Academy Award winning favorites of young and old, Tom and Jerry. The ever-battling cat and mouse will be starred in six more all-new, all-color subjects.

The fun begins with the titles. How are these for wild captions to animated mayhem? "PENTHOUSE MOUSE," "MUCH ADO ABOUT MOUSING," "SNOWBODY LOVES ME," "THE CAT ABOVE AND THE MOUSE BELOW," "THE UNSHRINKABLE JERRY MOUSE," "TOM-IC ENERGY."

In addition to these new subjects, MGM will also offer 12 Gold Medal Reprints in MetroColor. They star such cartoon favorites as Tom and Jerry, Tex Avery, and Barney Bear. The 1964-65 reprint schedule will include "Old Rockin' Chair Tom," "Lucky Ducky," "Professor Tom," "The Cat That Hated People," "Mouse Cleaning," "Goggle Fishing Bear," "Design On Jerry," "The First Bad Man," "Smarty Cat," "Deputy Droopy," "Pecos Pest," and "Cell Bound."

With all-cartoon programs for kiddie matinees more popular than ever before, MGM provides a wealth of goodies to delight the small fry. Adult audiences also love the animated characters who add life and laughs to well balanced film programs. MGM's short subject schedule offer something for all audiences.

Also available from MGM are 104 issues of "News Of The Day," released at the rate of two issues-per-week.

(Continued on page 14)



# A Paramount Shorts Story with a happy ending



The long and short of it—  
For happier audiences, **PARAMOUNT'S** Fabulous Fun-Forty!



## PARAMOUNT

FORTY SHORT SUBJECTS, all in color, are included in Paramount Pictures' ambitious "Festival of Shorts" for 1964-65, according to Burton Hanft, executive in charge of the company's shorts program.



HANFT

Designed for universal audience appeal, the shorts number three Two-Reel Specials, seven "Swiftly and Shorty" Cartoon Specials, six one-reel "Sports in Action," four one-reel "Travel Adventures," six "Popeye Champions," seven "Noveltoons," and seven "Modern Madcaps."

Paramount's short subjects are an integral part of the company's overall production-distribution program, and have been providing a steadily increasing source of revenue in recent years, Hanft said, attributing the growth to the cut-back of double-feature policies in many areas, a steady rise in Saturday and specially-sponsored "kiddie" programs, and a wide public demand for interesting and off-beat "Live-action" subjects.

Color has also meant a lot to the success of short subjects, Hanft said, "because it gives most people something they can't see at home. That's why Paramount's program for 1964-65 is 100 per cent color."

Currently attracting considerable attention around the country is Paramount's "Kings of the Wild Surf," a two-reeler in color that has some of the most spectacular surfboarding sequences ever filmed. It will be followed shortly by another interesting color two-reeler, "Mr. Chat," the story of a dog used in cougar hunting. Upcoming "Travel Adventure" titles include "Hamburger U," about a school for hamburger cooks, and "Miss Smile," a beauty contest film.

"Hip, Hip Ole," "Accidents Will Happen," and "The Bus Way To Travel" are the first titles in the new cartoon series starring "Swiftly and Shorty," the hilarious characters introduced last year. A number of new characters will be introduced in various "Noveltoons" and "Modern Madcaps," and there will be six new reissues of the perennially popular "Popeye" cartoons.

## TERRYTOONS—20th-Fox

TERRYTOONS, a division of CBS Films, Inc., is continuing to concentrate on its new cartoon characters for the 1964-65 film season, according to William M. Weiss, vice-president and general manager. These wildly daffy, animated funsters have found favor with sophisticated adults as well as the youngsters, who always express their delight when the cartoon



TERRYTOONS—"Gadmouse, Sadcat, And Dear Mean Brothers"



PARAMOUNT—"Kings Of The Wild Surf"

hits the screen during any film program.

Terrytoons, releasing through 20th-Fox, will present 12 subjects to theatres during the upcoming year. They star such popular characters as "Gadmouse, Sadcat, and Dear Mean Brothers"; "Oscar and the Astronut"; and "Possible Possum." Concentrating on new and improved animation techniques and satirical content designed to hit the adult funny-bone, Terrytoons can lend flavor to any theatre's programming.

## UNITED ARTISTS

NO MATTER WHAT the demands of the individual exhibitor, United Artists has the short subject product just right for him. Even though the company is just entering the field, there is already available through UA a good, wide selection to pick from. So says Arthur Reiman, head of short subject sales.



REIMAN

The first cartoon series to come along in some years will be offered by UA, starring the incomparable Pink Panther, who made his auspicious screen debut in the main title of the feature film of the same name. Coming on a regularly scheduled one-a-month basis, the new series will be made by the combined talents of the De Patie-Freleng Enterprises, Blake Edwards' Geoffrey Productions, and the Mirisch organization. The first three are already set and are called "Pink Phink," "Pink Pajamas," and "We Give Pink Stamps." These are all in color, of course, and each runs seven minutes.

In color also is the Academy Award-winning "Chagall," which tells the story of the renowned artist. Running for 26 minutes, this breathtaking visit with Marc Chagall and his

(Continued on page 16)



UNITED ARTISTS—"The Dave Clark Five"



**“REMEMBER ME?  
FIRST I WAS A  
MOVIE TITLE...  
NOW I’M A  
MOVIE STAR!!!”**

# **THE PINK PANTHER** (( ))

That egocentric, rubicund critter who made such a sensational film debut in the main titles of Blake Edwards’ “The Pink Panther” returns to the screen as the hero (?) of a new one-reel **COLOR CARTOON SERIES** with the “Pink Panther” theme by Henry Mancini.

Presented by  
**Mirisch Films, Geoffrey Productions  
and DePatie - Freleng Enterprises.**

FIRST RELEASE IN DECEMBER

**“THE PINK PHINK”**

One-sheet plus advertising and publicity material  
available at your National Screen Exchange—NOW!

**THRU  
UA**

©MIRISCH - GEOFFREY - D-F 1964





works is narrated by Vincent Price and also received the best short subject award of the Independent Film Importers and Distributors of America.

Everyone in show business is aware of the tremendous impact Great Britain has had of late on the world of popular music. UA now has shorts featuring the two most popular groups to come from this movement, "The Beatles Come to Town" and "The Dave Clark Five." Both are in color, and both have a running time of seven minutes. UA feels that these selections, especially, would add much to any regularly scheduled program.

The showman who is looking for something exceptional in the travelogue line will find that UA offers a color attraction called "This Is Jordan," a 24 minute journey through that engrossing land.

So whatever the short subject needs of customers may be, United Artists has something to fill the bill for that really extra added attraction.

## UNIVERSAL

UNIVERSAL PICTURE COMPANY will release 22 new short subjects, including three two-reelers, and 104 issues of the Universal Newsreel during 1965, it was announced by Norman E. Gluck, sales manager of the short subject-newsreel department.



GLUCK

In announcing the new line-up for this coming year, Gluck stressed that the Company will highlight the release of "exploitation shorts," which will provide exhibitors with built-in selling angles to enable them to reach large segments of their communities through local tie-ups. He also stressed that the experiment in providing color footage in the newsreels, which created considerable interest when it was attempted for the first time during the past year in a tie-up with McCall's Magazine, will be continued when the opportunity presents itself during the coming year.

The three two-reelers in the 1965 program will be "Casey At the Met(s)," "Big Town Village," and "Yesterday's Big Story." There will be 13 new Walter Lantz Color Cartunes



UNITED ARTISTS—"Pink Panther" and friends



UNIVERSAL—"Football Highlights of 1964"

and five Color Adventures, including "Keep America Singing," "Peevee Leaguers," and "The Great River." There will be a one-reel "Football Highlights of 1964," which will combine all of the thrills of the current football season.

Discussing specific "exploitation shorts," Gluck cited the tremendous interest in Casey Stengel and the New York Mets all over the country as evidenced in their new stadium and the attendance records they set the past season. He further mentioned that although "Keep America Singing" was shot with a background of beautiful San Antonio, it deals with the Society for the Encouragement of Barber Shop Quartet singing in America, with five or six groups singing as championship groups. He said that the Society has over 40,000 members in over 650 chapters in every town in the United States, and they can all be reached on the local level by exhibitors who play "Keep America Singing." "Peevee Leaguers," which is narrated by Bobby Richardson, popular second baseman of the New York Yankees, was filmed at the unique boys' camp which specializes in baseball. With Richardson being a national executive in the YMCA involved in the baseball project, Gluck noted that the showing of the film will provide exhibitors with two avenues of promotion on the local level. "Big Town Village," which was narrated by Tony Randall, is a two-reel subject which has already received wide notice since its auspicious world premiere press preview in Greenwich Village some months ago, Gluck explained.

(Continued on page 18)



Warners' perennial favorites, Bugs Bunny and Pepe La Pew, the amorous skunk





## WARNER BROS.

ACCORDING TO CHARLES A. BAILEY, Warner Bros.' short subject sales manager, prospects for the coming season will be bright, thanks to what he called "splendid acceptance" of the Warner Bros.' program for last year. A program of four two-reel Worldwide Adventure Specials—six one-reel Adventure Specials—13 new Merrie-Melodies and Looney Tunes, and 13 Blue Ribbon Cartoons will offer exhibitors a wide pick of product. Though, he said, it would take a lot of doing to top such shorts as "With Their Eyes In The Stars," "A Report From San Juan," "A Wish From Ticino," "Kingdom Of The Saguenay," and other 1963-1964 live-action specials, Warner Bros. plans to do just that.

He said that good acceptance not only in this country, but in the world market, has made possible new undertakings such as "The Past And The Present," which he described as a sensational short subject on the widely acclaimed moving of ancient Egyptian structures to higher ground to save them from the Aswan Dam and preserve them for posterity. He said that "Where Winter Is King" should please audiences with its lively treatment of winter sport in the Austrian Alps. "A Metropolis In Miniature," single-reel adventure special, is also promising, he said, with its story of the American town of Hershey, Pa., and its colorful founder who did so much for the young people of America.

Included in the Merry Melodies and Looney Tunes cartoon series this year will be many of the old favorites plus new characters, including a zany bird, Malcom the Falcon. The

cartoon package will also feature 13 Blue Ribbon cartoons starring the best-known of the Warners cartoon characters.

## INDEPENDENTS

LESTER A. SCHOENFELD FILMS has acquired a sizeable number of new short subjects for release in 1965, in response to the larger demands for featurettes, besides one and two reelers.

This demand is due in part to the opening of new theatres in suburban shopping areas throughout the country and to those theatres who are now playing single features only.

What is also of interest is that the public makes requests at the box-office for quality shorts, primarily on topics of a realistic and cultural nature.

This trend should not be ignored, for the current movie-goer no longer looks upon a short as a "filler" but assumes the same critical attitude as towards the main feature.

In view of this, it is the opinion of Lester A. Schoenfeld that greater attention must be given in offering select and quality short subjects, without forgetting they must also entertain.

Other independent distributors also offer exhibitors a wide variety of entertaining and informative short subjects. Cartoons, travel subjects, short dramas, avant garde efforts, musical featurettes—the list is endless. The dedicated showman can fill out any program. Union Film Distributors, Inc., for instance, is offering 20 widely diversified shorts to theatres, many of them prize-winners at festivals here and abroad.

Another example of the independent supplier is George K. Arthur, who offers more than 80 top calibre short subjects. They range from long featurettes to one reel subjects, and range over the entire field of entertainment and information.

# CELEBRITIES!

Almost anywhere in the world, you'll find Terrytoons cartoon creations—like Mighty Mouse, Hector Heathcote, Heckle & Jeckle, Sidney, Deputy Dawg, Hashimoto, Luno the Soaring Stallion and the Astronut—are all big local favorites. Movie-goers from Helsinki to Hong Kong love them. If you like having celebrities in your house, book Terrytoons cartoons at the 20th Century-Fox office nearest you.

## TERRYTOONS





# New All-Time UA Earnings Record As Nine Month Net Tops \$7 Million

NEW YORK—Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president, announced that the net earnings of United Artists Corporation for the first nine months of 1964 were \$7,005,000 after provision for income taxes of \$5,940,000. This represents the highest nine-months net in the history of the company and, in fact, exceeds by more than 50 per cent the net earnings for any previous full year. The net earnings for the third quarter alone, amounting to \$2,496,000, likewise constituted a new high for any single quarter in the history of the company. In the first nine months of 1963, net earnings were \$1,610,000; third quarter net earnings in 1963 were \$808,000.

The company's worldwide gross income for the first nine months of 1964 totalled \$135,937,000, as compared with \$81,870,000 for the same period of 1963.

The nine months net represents earnings of \$3.57 per share on the 1,962,311 shares outstanding on Sept. 26. This compares with net earnings of 82 cents per share for the first nine months of 1963, after adjusting the shares then outstanding to the number outstanding this year.

Benjamin and Krim further reported that based on results achieved to date, it is now certain that the fourth quarter will show a continuation of the healthy trend which has characterized the earnings for the first three quarters of this year. They reported, in addition, that based on the pictures scheduled for release in 1965, all of which are either completed or in advanced stages of production, they are confident that 1965 will be another highly successful year for the company. The Christmas holiday season and the first quarter of 1965 will mark the launching of a number of potentially high grossing pictures, including, among others, "The Train" and "Goldfinger," both of which are already launched in Europe to record-breaking business, climaxed by the commencement of the release in February, 1965, of "The Greatest Story Ever Told."

## "Yellow Rolls" Preme Set

LONDON—The world premiere of MGM's "The Yellow Rolls-Royce" will be held here at the Empire Theatre, Leicester Square, on Wednesday, December, 30th with proceeds from the premiere performance going to the British Newspaper Press Fund.



A testimonial dinner was recently tendered William Goldman, Philadelphia exhibitor and president of WHYD, Delaware Valley's channel 12 educational television station, on the occasion of its first anniversary. Seen with Goldman is David Susskind, tv, stage, and film producer, who was the master of ceremonies.

## Electronovision Maps "Harlow"

NEW YORK—Lee Savin, producer of Electronovision's "The T-A-M-I Show," has been set as producer of the company's next Theatrefilm production, "Harlow," it was announced by Bill Sargent, president of the firm.

Savin was formerly executive vice-president of Gross-Krasne Productions, a Desilu executive, and head of television operations for Allied Artists.

## Dartnall Chairs IFIDA Dinner

NEW YORK—Gary Dartnall, president of Lion International Films, Inc., American subsidiary of Lion International, will serve as Program Journal Chairman for the International Film Awards Dinner, according to Walter Reede, Jr., dinner chairman.

The IFIDA Awards to the best foreign films will be presented at the Dinner-Dance on January 19, 1965 in the Imperial Ballroom of the Hotel Americana in New York.

## Calif. Pay-TV Ban Seen No Danger To Conn. Test

HARTFORD — California's pay-tv ban—under the Nov. 3 Proposition 15 action—has no effect on Zenith Radio Corporation's FCC-authorized experiment via WHCT-TV here.

Zenith president Joseph S. Wright said that Zenith counsel has already expressed serious doubt as to the constitutionality of the California electors-endorsed measure, citing discrimination against a particular form of distribution of entertainment.

He added that the California law, sponsored by various groups of motion picture theatres, was apparently directed at the cable television enterprise being conducted in Los Angeles and San Francisco by Subscription TV, Inc., but also purports to outlaw broadcast subscription television.

"As far as broadcasting is concerned," Wright concluded, "California courts have already held that the state of California is without authority to interfere with the FCC's jurisdiction over broadcasting, following the decision of the federal courts on the same subject."

WHCT-TV's project testing, in the third and final year, has 5,000 subscribers.

## Colpix Goes West

NEW YORK—Bob Yorke, vice-president and general manager of Colpix/Dimension Records announces that the record companies will move to new quarters in Hollywood.

With the addition of Orrin Keepnews as merchandising manager and Ben Hurwitz as general sales manager, an executive staff for the diskeries has almost been completed. Lenny Adelman, who has had a long association with Columbia Pictures Corp., has been appointed comptroller of the record companies. Ray Lawrence, who has also been with Colpix/Dimension in various capacities, has been named field sales manager. Bernie Freedman will continue as production manager. Jack Lewis will be east coast A & R director. Stu Phillips was recently signed to head west coast A & R operations.

## Duo Set For Tex. Saturation

NEW YORK — A multi-theatre saturation booking has been set for Texas theatres on December 17th for Governor Films' horror-science fiction package, "The Brain" and "The Black Torment," it was announced by David Emanuel, company president.

More than 50 theatres operating out of the Dallas exchange area will participate in the booking. Thirty-three are dirve-ins; the others conventional houses.

## Benefit Bow For "Marriage"

NEW YORK—Joseph E. Levine's "Marriage Italian Style," starring Sophia Loren and Marcello Mastroianni and directed by Vittorio De Sica, will have its gala world premiere here on Dec. 20, at the Festival Theatre.

Proceeds from the premiere performances of the Embassy release will benefit the Auxiliary of University Hospital, New York University Medical Center.

## T-L Declares Dividend

NEW YORK—The directors of Trans-Lux Corporation declared the regular quarterly dividend of 15 cents per share on the common stock, payable Dec. 10 to stockholders of record at the close of business Dec. 4.

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## Cass Theatre Purchased By Cinedome Theatres

LOS ANGELES—Sheldon Smerling, president of Beacon Enterprises, Inc., announced the purchase of the Cass Theatre, Detroit, Michigan, by Cinedome Theatres, the theatre operating division of Beacon.

Smerling plans a \$300,000 interior and exterior face-lifting of the Cass, including equipment for projection of all film sizes and techniques including Cinerama. The theatre is strategically located in the new urban redevelopment area of downtown Detroit. It will be renamed the "Summit" and will open on February 15, 1965 on a roadshow policy with the Cinerama presentation of "Circus World."

Cinedome also operates the Music Hall Theatre in Detroit, which is the city's leading roadshow theatre, rolling up a record-breaking boxoffice gross of more than \$11,000,000 during the past 10 years.

Currently playing Cinerama's "It's a Mad, Mad, Mad, Mad World," the Music Hall has broken every Detroit boxoffice record amassing a gross of \$770,000 in 40 weeks playing time.

Smerling has appointed Frank Upton, Cinedome's eastern manager, to supervise the operation of both the Summit and the Music Hall.

Smerling revealed that negotiations are currently underway for the acquisition of additional theatres by Cinedome.

Concentration will be principally in downtown areas of major metropolitan centers where urban redevelopment programs are underway. Move spotlights Smerling's forecast of a major trend in large cities for improved boxoffice grosses.

Cinedome Theatres operates roadshow theatres in Boston, San Francisco, Chicago, Montreal, Detroit, Montclair, and Fresno.

## B.V. Cartoon Drive Award

NEW YORK—For the first time, the Buena Vista sales incentive award for exceptional work during the annual Walt Disney cartoon drive has been given to two districts. The winning sales forces for 1963-64 are the New York and Pacific Coast districts. Cash awards will be shared by all members of the staffs.

# "Soft Sell Must Go," Levine Tells Ontario Exhibits' Annual Convention

## Christopher Awards Go To Creators Of "Poppins"

NEW YORK—Walt Disney and five of his associates received Christopher Awards for the talent and imagination they showed in producing the motion picture hit, "Mary Poppins."

The presentation was made at the Disney Studios in Burbank by Father James Keller, director of the Christopher movement. "The film, 'Mary Poppins,' is striking evidence of what the movie industry can do to inform, inspire, and entertain moviegoers of all ages," he said.

In addition to Disney, producer, those cited were Robert Stevenson, director; Bill Walsh, co-producer and screenplay; Don DaGradi, screenplay; Richard M. Sherman and Robert B. Sherman, music and lyrics.

Each of the winners was presented with a bronze medallion inscribed with the Christopher motto, "Better to light one candle than to curse the darkness."

## Gregory To Para. Studio As Assistant To Koch

HOLLYWOOD—Paul Gregory has been appointed as an executive assistant to Howard W. Koch at Paramount Studios, it was announced by Koch, vice-president and Paramount's studio and production head.

Gregory recently produced the stage play, "Lord Pengo," which starred Charles Boyer and Agnes Moorehead. Gregory's additional theatrical credits also include "The Captain and the Vikings," "Marriage Go Round," "The Caine Mutiny Court Martial," "Three For Tonight," "John Brown's Body," and "Don Juan In Hell."

The producer-executive's motion picture credits include "The Naked and the Dead" and "Night of the Hunter."

Gregory was also executive producer for the Ford Star Jubilee tv series.

TORONTO—"Showmanship is our survival," Joseph E. Levine, president of Embassy Pictures, told the annual convention of the Motion Picture Theatres Association of Ontario, at the King Edward Hotel here.

Levine urged the motion picture industry "to knock out the pet theories that belong to the horse-and-buggy era." Calling for dynamic progress, he emphasized that renewed showmanship must begin at the theatres.

"Your box-offices are the arteries of the industry; unless you are healthy, distribution and production cannot be healthy," Levine declared.

"In this age of great sophistication and changing public tastes, aggressive showmanship is what transforms a picture's potential into a reality. Today's fierce competition for the entertainment dollar has never been greater. Our campaigns must be greater or we will lose the big gains we have made. Our showmanship and merchandising must be as modern as the new theatres being built."

Regardless of the showmanship efforts of production and distribution, "it will all go down the drain unless you exhibitors really get behind the attractions," Levine cautioned.

"The soft-sell has to go," he held. "There is no place in this business for politely telling your audience what you have. Do not wait for the picture to perform for you—perform for the picture. You must keep telling your audience to keep selling your audience."

Terming each campaign a challenge, Levine illustrated that aggressive showmanship has turned "The Carpetbaggers" into the biggest non-road show attraction in America, Canada, and England. The campaign underway for "Harlow," starring Carroll Baker, will be even bigger, he assured.

"Embassy has continually broadened the base for the acceptance of sub-titled attractions," Levine noted.



Jere Spandau, retiring city salesman for Universal, and Tony Kolinski, former Warner Brothers local branch manager, who joined Slotnick Enterprises, Syracuse, N. Y., were paid tribute recently by Buffalo Variety Club Tent Seven. From left to right are Nate Dickman, dinner co-chairman; Tom Fenno, chief barker; Spandau; Kolinski; Myron Cross, dinner co-chairman; and Jack J. Fitzgibbons, Toronto, second assistant international chief barker.

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## ALBANY

Embassy's "Santa Claus Conquers The Martians" was a Saturday and Sunday matinee feature at Fabian's Palace with special copy highlighting the children's film and the regular film, "Send Me No Flowers" side-tracked. On the same Saturday, Dante, the magician, appeared in person at the Palace under auspices of Whitney's downtown and Stuyvesant Plaza department stores. Tickets were distributed by the toy departments. . . . Schine's Ski-Dek, an indoor device permanently in service at the former Riverside, Buffalo, was one of the attractions at the third annual Ski Show in Washington Avenue Armory.

## ATLANTA

Local WOMPI will hold their annual Christmas party on Dec. 11 at the Variety Club. On this same date a theatre party will be given at the Gordon for the Atlanta Girls' Club. . . . New WOMPI members are Sarah Madsen, United Artists; Carol Lee Clarke, Georgia Theatres; and Barbara Reese, Warner Brothers. . . . Eugene Jacobs, United Artists southern division manager, held a sales meeting with the local sales force and manager W. C. Hames.

## BUFFALO

Robert C. Hayman, head of the Hayman Theatres, Niagara Falls, has been elected a member of the board of the Council of Jewish Federations and Welfare Funds. Hayman is vice-president of the Federation of Buffalo, immediate past president of the Jewish Center of Buffalo, and chairman of the allocations committee of the United Jewish Fund. . . . New television concepts and taxes were the main topics under discussion during a special board meeting of Allied Theatres of New York State, Inc., in the offices of president Sydney J. Cohen. The purpose was to discuss the problems facing exhibitors through the various cable television applications being made throughout the state. Also under discussion were ways to remove the 10 per cent excise tax that has been in effect since World War II. . . . William Copley is the new manager, Schine Playhouse, Canandaigua, N. Y., and Schine group manager of the area including Penn Yan, Newark, and Geneva, with headquarters in Canandaigua. Copley had been northern New York state group manager and general manager of the Schine Ten Pin Bowl, Chicopee, Mass. . . . Anthony T. Kolinski, new chief barker of Tent 7, Variety Club of Buffalo, is going to move to Syracuse. Kolinski will be able to handle his duties as chief barker of the Buffalo club as his Syracuse headquarters is only an hour and a half driving distance from Buffalo. In Syracuse, Kolinski is executive assistant to the president of Slotnick Enterprises. Imminent Tent 7 events include a testimonial dinner Nov. 30 for James J. Hayes, past chief barker, manager of the Cinema, and the man who headed the local committee that planned the Variety International convention in this city. Myron Gross, Tent 7 dough guy, reports reservations coming in for the western New York premiere of "My Fair Lady," which Variety is sponsoring. The event will be on Dec. 23 at the Granada, and proceeds will go into the Tent 7 Charities Fund. . . . Eddie's Chop House in Rochester used an ad headed: "Paul Newman and Edward G. Robinson will be dining here tonight!!!" and then went on to say: "No, not the film stars, though we hope to see them here sometime too, because we

get quite a trade from local and out of town celebrities. Our guests will be their namesakes. They'll be having dinner before going to an outstanding motion picture, "The Outrage" at Schine's Monroe theatre. . . ." It looks like manager Frank Bassett Monroe, had something to do with this stunt.

## CHICAGO

Jack Clark, president of Allied Theatres, named international representative of Variety Clubs International. He will be in charge of supervising Tents in midwest area, which includes Illinois. . . . A. A. Steiger, president, Tel-A-Sign, Inc., reports that his company has purchased 80 per cent interest in Scopitone, Inc., manufacturer of coin-operated sound film projector. . . . George Romine has returned to his managerial post at the State Lake theatre after surgery. . . . E. M. Haegle has formed Continental Shows, Inc., to produce film shows and other amusement projects. . . . Sam Levin's Sheridan Drive-In features triple film programs and serves free coffee and donuts for late comers. . . . E. Edgerton Hart, secretary, Illinois Manufacturers Association since 1952, and well known to theatre concession trade, named executive secretary of the organization. . . . McVickers Cinerama ran a full page ad in Chicago Daily Tribune for premiere of "Cheyenne Autumn," in December. . . . Arthur Schoenstadt, veteran theatre owner, retires from business next month, the Schoenstadt Circuit having sold their chain of theatres here. . . . Honor Blackman, British star, was here to boost the opening of "Goldfinger," in which she stars. . . . Simon Lax, midwest division manager of Embassy Pictures, reports the company has moved to larger quarters at 32 West Randolph st., suite 1316. . . . Midwest Newsreel Theatres, Inc., case against IATSE's local, wherein Midwest is seeking \$350,000 in punitive damages from the union, will be heard before Walker Butler, Judge of the Circuit Court. Brotman and Sherman are partners in the Midwest Company. . . . NAC announces that its midyear board meeting will take place on May 27 at the Sheraton-Blackstone Hotel.

## CINCINNATI

Ray Russo, 20th-Fox exchange manager, was elected chief barker for Variety Tent Three in the club's quarters in the Vernon Manor. Al Kolkmeier, Universal exchange manager, and Leo Shear, Theatre Candy of Ohio, were elected first and second assistants, respectively. Saul Greenberg was reelected for his 29th year as property master, and Jim McDonald, TOC president, was reelected dough guy. Crew members elected were Joe Alexander, RKO district manager; Carl Ferazza, Universal field man; Jack Finberg, UA exchange manager; Norman Finkelstein, Columbia Records sales manager; Tom Fisher, National Theatre Supply manager; Jack Haynes, Cincinnati Theatres general manager; Barry Hersh, WKRC tv account executive; Jack Kalan, Kalan Dance Studio; William Onie, exhibitor; and Manuel Trautenberg, local insurance executive. . . . The Ladies Auxiliary, Tent Three entertained members and guests at a beautifully appointed dinner dance in the Vernon Manor. . . . Approximately 50 Film Row and exhibitor friends inspected Warners new quarters at 900 Kroger Building in downtown Cincinnati at an informal open house. At the luncheon which followed, Ralph Salyer, company salesman, was the host, substituting for manager A. H. Duren, who had been called to Chicago for

a company meeting. . . . Frank Weitzel, independent booker and buyer, is convalescing satisfactorily after surgery at Deerfield Beach, Fla., and wishes to thank all of his friends who were so thoughtful and considerate during his recent illness. . . . "My Fair Lady" set a house record in its first week at the Valley, just topping the theatre's first reserved-seat movie "Around the World in 80 Days."

## DALLAS

A three day sales conference will be conducted here by Joseph M. Sugar, general sales manager of 20th-Fox, at the Statler Hilton Hotel. Branch managers of 20th-Fox exchanges in the southern territory will meet with Sugar to talk about sales and promotion plans for winter and spring motion picture releases. . . . Jim Moran is scheduled to visit Dallas on a promotion tour on Dec. 13, 14, and 15 in behalf of "John Goldfarb, Please Come Home." The film is scheduled to be the attraction during Christmas at the Palace. . . . The managers of the nine Trans-Texas Theatres met here with Earl Podolnick, Austin, Tex., president of the circuit. . . . An offer has been received by Rowley United Theatres for the seat in the Texas in which Lee Harvey Oswald was sitting when he was captured. The offer was made by a museum operator in Florida who is establishing a John F. Kennedy Memorial Museum. . . . There is the possibility for a \$50 a plate dinner honoring the late R. J. O'Donnell, vice-president and general manager of Interstate Theatres. The dinner would be planned by Raymond Willie, present vice-president and general manager of the circuit, Bob Hope, and Bob Bixler. The proceeds will be turned over to the O'Donnell wing of the Will Rogers Hospital in Saranac, N. Y. . . . Julie London the songstress, who has appeared in some 15 motion pictures, will appear here in person at the Music Hall on Dec. 3. . . . Dick Empey has been appointed advertising and publicity director of Trans-Texas Theatres. He was assistant advertising and publicity director for the past two years. . . . Lou Walters, Lou Walters Sales and Service Co., has enlarged his facilities here.

## DES MOINES

Richard Ragan has been named as manager, King, Albia, Ia. He succeeds the late W. A. Roemeser, who died in mid-October. The house is operated by the McClain Theatre Corp. . . . Roy H. Metcalfe, Cedar Rapids, president of Iowa-Nebraska Allied, had an eye operation earlier this month and is reported recovering at St. Luke's hospital in Cedar Rapids. . . . Byron Hopkins, operator, Rex, Glenwood, Ia., is back on the job following major surgery. . . . Robert Perry has been named as a new shipper at the Iowa film department. . . . Frank Rubel, Central States home office, has been confined to the hospital at Rochester, Minn., but is reported recovering.

## HOUSTON

Stanley Warner Theatres, Joseph J. Johnson, and Robert L. Buck, developers of Memorial City, have announced the construction of a 1,400 seat theatre to be located in the 200 acre shopping center. Bernard H. Rosenzweig, head of SW's real estate department, was spokesman for the circuit. The theatre, to be known as the Memorial, will be de-



signed in colonial motif by theatre architect Drew Ebersson. Of the 1,400 seats, 1,000 will be on the main floor, with 400 in the loge and balcony. One hundred and fifty of the loge seats will be set aside in a section for patrons who wish to smoke. The projection booth will be equipped to present all media film from 35mm to Cinerama, with the latest sound equipment to be installed. . . . "First Men IN The Moon" was screened by Columbia at the North Main for some 400 members of the American Institute of Aeronautics and Astronautics, and science professors at Rice University and University of Houston. . . . Patrons at the Broadway, Garden Oaks, North Main, Irvington, Shepherd, King Center, and Post Oak, are receiving a witch deflector as they enter the theatre to be gripped tightly when the unknown evil materializes before their very eyes during the showing of "Witchcraft" and "The Horror of It All" . . . The Village is presenting a full week of Peter Sellers. Each day for seven days, a different Sellers hit is being shown.

## MIAMI, FLA.

William J. Lavery is now manager, Surf, Miami Beach. Lavery joins Wometco Enterprises, Inc., after managing theatres in Watertown, N. Y., for Schine Enterprises, as well as being northern New York district manager of Schine Theatres in Carthage, Ogdensburg, Massena, Malone, and Saranac Lake. Also joining Wometco as manager of the Boca Raton is Lavery's son, Robert, who managed theatres for Schine in Gloversville, N. Y. Other managerial shifts include Yvonne Thomas to be manager, Center. . . . Joe Kaye, national sales manager, Filmvue Trailers, renewed acquaintances with former colleagues Charlie Lester, Atlanta, and Al Blumberg, Los Angeles, during their visit recently to Miami. . . . The City of Miami Commission unanimously passed an ordinance authorizing the city to revoke theatre licenses if the commission determines that "obscene, lewd, lascivious, filthy, or indecent" films are being shown. The Dixie Theatre's showing of "Olga's House of Shame" apparently started the wheels turning on the ordinance. The state attorney's office seized the film for failing to have a seal of approval from the New York State Board of Education as required by Florida statutes. At the same time, the Dixie opened another nudie film "Olga's Girls." Leroy Griffith, Dixie owner, claims that he is constantly being harassed by city inspectors, fire inspectors, etc. . . . In connection with the Thanksgiving showing of "Your Cheatin' Heart" at the Surf, Blvd. Drive-In, Coral Way Drive-In, North Dade Drive-In, and 27th Ave. Drive-In, radio station WQAM is promoting the film with an appearance of their DJ's at the Coral Way Drive-In. Hank Williams phonograph albums have been promoted for giveaways on the radio station. . . . "I'd Rather Be Rich" opened in the Wometco first run theatres, the public was well aware of the fact because of a newspaper spread in the Miami News on the trouble a News reporter had trying to break a \$10,000 bill! The bill was flown from the Treasury in Washington, D. C., and was insured at a cost of \$50 a day. A Miami police officer accompanied the reporter, Ian Glass, who was told by a Sears, Roebuck and Co. salesgirl when he tried to buy a \$2.00 Beatles sweater, "You have to be kidding!" A cigar store attendant growled, "You some kind of nut?" when Glass handed the bill over in payment for a 10-cent candy bar. A newspaper vendor, taking note of Glass' British accent and apparent innocence, accepted the bill in payment for a couple of newspapers and calmly handed him back 70 cents change.

Very obviously, he "Would Rather Be Rich." . . . Sympathy was extended to Tom Rayfield, manager, Carib, in the death of his father.

## MEMPHIS

Producer Sam Katzman and his wife Hortense Petra, along with four MGM stars were in Memphis enroute to Montgomery, Ala., for the world premiere of "Your Cheatin' Heart," the story of the late Hank Williams, country music star. Other guests were Arthur O'Connell, who plays the part of music publisher Fred Rose in the movie, and George Montgomery, Jody McCrea, and Cris Noel, along for MGM. . . . Memphis Press Scimitar carried a story stating "Memphis is a target city for Southwestern Home Theatres to put in pay tv. The company plans to start closed circuit pay tv in Dallas and Houston next summer." The story said Kansas City, St. Louis, New Orleans, and Little Rock are other target cities. . . . The local WOMPI is bowling for promotion and fun. Prizes in the tournament are movie passes, and the large bowling centers of Memphis are playing hosts to the WOMPI bowlers. . . . Advertising for the new Paramount stated the suburban house would have "first run motion pictures; acres of free parking; and rocking chair seats." All Paramount seats are \$1.00 each. . . . In Arkansas, three drive-ins have closed for the season. They are Poinsett, Marked Tree; Sixty-Seven, Corning; and Paris, Paris. . . . Twilite Drive-In, Bruce, Miss., closed. . . . Grover Wray, Exhibitors Services, gives the information that Midway Drive-In, Camden, Tenn., has closed for the season. . . . Mrs. Russell Wilson has closed Sunset Drive-In, Calvert City, Ky., for the season.

## NEW HAVEN-HARTFORD

Fred Koontz III, manager, Ray Stone-owned Waterford, Conn., Drive-In, tried something unique, asking customers to destroy a junk-yard supplied vintage car prominently displayed on the theatre grounds. Sledge hammers were provided, and Koontz offered prizes. . . . Ray McNamara, Hartford resident manager for New England Theatres, Inc., AB-PT regional affiliate, was in Boston for a TONE (Theatre Owners of New England) merchandising seminar. . . . Mickey Daly has repainted the marquee of the Daly, Hartford. . . . George Somma, serving as Allied Artists Connecticut sales representative for the past year, has joined Universal in similar capacity, operating out of the New York exchange. Jim Kelly, Universal representative here, has resigned to join the UA sales force, initially assigned to Chicago. Allied Artists has closed its Connecticut exchange; the territory is now covered out of New York. . . . Herman M. Levy, former general counsel of TOA (Theatre Owners of America) and now a practicing attorney in New Haven and general counsel, MPTO of Connecticut, has been elected vice-president, New Haven County Bar Assn. . . . Leonard Sampson, Robert Spodick, and Norman Bialek, Nutmeg Theatre Circuit partners, have a new tie-up with the Wayfarer restaurant to pick up the tab for one adult ticket, to be distributed to every couple dining on Mondays, Tuesdays, and Wednesdays.

Loew's Poli, Bridgeport, now under independent banner, has changed its name to the Palace. . . . The subsequent-run Forest, New Haven, gave away a sewing machine to a lucky lady patron. . . . Independent exhibitor Howard Spodick and his wife welcomed a baby girl, their second child. . . . Liberace appeared at the SW Palace, Danbury, for benefit of the John F. Kennedy Youth Center. Top

admission was five dollars. . . . The Bailey-Ferguson interests have taken over the 570-seat Strand, Hamden, in the Adolph Johnson family for four decades. Newly-formed firm, Putnam Operating Company, listing Maurice Bailey as president and his brother, Sam, as secretary-treasurer, and Franklin E. Ferguson as vice-president, will run the subsequent-run theatre on lease at undisclosed terms. Maurice Bailey and Ferguson are president and general manager, respectively, of the Bailey Theatres (Whalley, Whitney, Westville) New Haven. . . . Carroll Bagley, associate managing director, Goodspeed Opera House, East Haddam, Conn., for the past two years, has resigned, effective immediately, and will announce a new business affiliation shortly. He was with MCA and Screen Gems prior to joining executive staff of the Connecticut cultural center. . . . Mayor Tedesco, lending his support to a crackdown on so-called smut motion pictures playing in Bridgeport, Conn., theatres has directed Police Superintendent Joseph A. Walsh to set up rules and regulations on the subject and to close down theatres failing to comply. . . . Buena Vista's "Mary Poppins" may not be opening at the deluxe Perakos Elm, Hartford, for many weeks, but Sperle P. Perakos, circuit vice-president and general manager, is already generating local-level interest via inclusion in daily newspaper ad signature line reading, "Elm Theatre—home of Mary Poppins!"

## NEW ORLEANS

Becky Neal, a five-year employee in the Giddens and Rester Theatres' home office, resigned to become a 'fly girl' and is in training in the Eastern Air Lines Stewardess School in Miami, Fla. She has been succeeded at Giddens and Rester by Patsy Kaiser Lynch, formerly with Columbia exchange. . . . Diane Hughes is the newcomer at the Columbia exchange, succeeding Martha Froeba as general office clerk. Froeba moved up to the booking section upon the resignation of Grace Wiegand. . . . Thelma France, Universal inspectress, was recovering from a cataract operation. . . . Mrs. B. A. Eldridge suspended operations at the Ranch Drive-In, Sprinhill, La., until spring. . . . The local MGM exchange was in second place in the company's 40th anniversary national sales drive. . . . The Tringas, Ft. Walton, Fla., a unit of Gulf States Theatres, is closing for several months for renovations. . . . Mrs. Lee Nickolaus, president, WOMPI International, appeared on a recent "Open House" TV show on Channel 12, ABC. She was interviewed by Jon Miller.

## PHILADELPHIA

Police raided the Devon and the Art Spruce and seized prints of "Olga's House Of Shame," termed by the "obscenity division" as indecent and "obscene." Arrested and held in bail were managers Joseph Smith, Devon; and William Mullan, Art Spruce. Both theatres resumed operation the next day with a different "art" film. . . . Dot Martin, MGM telephone operator, joined in the exchange's 40th anniversary sales drive, by asking as a special favor all exhibitors help the local branch win one of the prizes in the effort which runs until March 18. . . . The travelling Adlemans—Edward Adleman, vice president, Victoria Shipping Services, Ltd., to Toronto from Philadelphia; Meyer Adleman, president, States Film Service, to New York for meetings; and Stanley Adleman, vice-president, States Film Service, returned to Philadelphia from Indianapolis and Cincinnati.



## PORTLAND

"Camelot," the Lerner & Loewe stage show which played the Paramount stage here Nov. 11 through 14 grossed \$68,000—reported the biggest five-performance gross on the current tour of the coast—exceeding both San Francisco and Los Angeles grosses. Warners' "My Fair Lady" followed the stage show into the Paramount with two benefit premieres for the Parry Center for Children and Hillel Academy, a small Hebrew school for children. Harry R. Nemer, co-chairman for Hillel, estimated around a \$3,000 net for the Tuesday benefit. No estimate was available from the Parry Center. Jack Wodell, Warner Brothers representative, was here for the openings. . . . Jack Smith, Irvington owner-manager, was reported in the hospital suffering a back ailment.

## PROVIDENCE, R. I.

Lack of sufficient product is apparently forcing small neighborhood houses to curtail activities, especially the conventional second-runs and art situations. The recent shuttering of the Park, in the Auburn section, closely followed that of the Palace, long a popular Washington Park district house. The Art Cinema closed for the summer early last July and still remains dark at this writing. The Avon Cinema, swank Lockwood and Gordon

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On arriving at the Nashville, Tenn., airport, premiere guests of MGM's "Your Cheatin' Heart" were presented certificates naming them members in the Red Carpet Club of the Chamber of Commerce. From left to right are Audrey Williams, widow of Hank Williams, whose life story is the subject of the film; Hank Williams, Jr.; actress Hortense Petra; producer Sam Katzman; actress Chris Noel; film star George Montgomery; and Arthur O'Connell, who appears in the film as country music publisher Fred Rose.

art situation, in the collegiate east side, has cancelled matinee performances except on Saturdays, Sundays, and holidays. The Castle, another L. & G. Enterprises house, in the Mount Pleasant section, is also operating evenings only, with the exception of weekends and holidays. Even some of the remaining downtown situations apparently are having problems. Loew's State recently reverted to stage shows, playing "Pajama Tops" for several days, followed by a stage presentation of "The Rolling Stones." The latter performance had to be halted before the scheduled time when hundreds of screaming teen-agers made it impossible for an orderly presentation. An extra 50 policemen were called into action as the youngsters climbed on seats, pelted the stage with fruit and other debris, and actually forced their way on the stage. A cordon was thrown around the theatre, fist-fights broke out, and several policemen were injured. "The Rolling Stones" were unable to leave the theatre for almost two hours, and nearly missed their train to New York. Stanley Warner's Majestic also runs an occasional special opera attraction in place of the scheduled film fare. Local movie-goers are hard put to enjoy their favorite pastime without going to drive-in operations, so limited are conventional situations in this area, and the more mature motion picture devotees do not particularly like this type of film fare shown at most of the surrounding open airers.

## SAN ANTONIO

Ray Moore, city manager for Gulf State Theatres of Texas, is recovering at his home following surgery at a local hospital. . . . Alvin Krueger, manager, Laurel Cinema Arts Theatre, has booked the second series of Metro-Goldwyn-Mayer Golden Operettas. . . . A special sports movie program was presented at the Texas to help send the Brooks Highland Rockets Pop Warner football team to the Disneyland bowl game. All proceeds from the \$1 a seat program went to the Rockets, who have been selected to compete in the Disneyland affair. . . . Mr. and Mrs. Charles G. Krumboltz were winners in the recent "Millionaire's Holiday" contest conducted by a group of local merchants in conjunction with Cinema Arts Theatres. Richard Vaughan,

manager, Texas, presented the couple with a check for \$100. Other prizes included an airplane trip to Miami Beach, Fla., and camera equipment. . . . The newly formed Bexar County Film Library has been opened here with some 1,500 films available. The library will provide a source for films which can be used for instructional purposes by teachers in the classroom. . . . Ignacio Torres, manager, Alameda, downtown Spanish language showcase, has booked another stage revue with a number of film personalities. They include Rosita Quintana, screen star and vocalist, and Demetrio Gonzalez, screen personality. Also appearing are the Los Polivoces, a duo of comics and imitators of stage, screen, and television personalities. . . . A street widening project in front of the Fredericksburg Road D-I is hampering entrance into the ozoner but should be completed soon. Manager of the Fredericksburg is Frank Whisenant.

The San Antonio News and Interstate Theatres will conduct a "Great Decisions in History" contest in conjunction with the forthcoming showing of "Fail Safe" at the Aztec. . . . Lubbock theatre owner Preston Smith won his second term as Lt. Governor of Texas in the recent elections. . . . Mr. and Mrs. Dale Page have taken over operation of the Rialto, Higgins, Tex. The Rialto was opened by businessmen of Higgins and equipment was installed from the Rialto at Amarillo, Tex. The new owners plan on two pictures per week, Friday-Saturday and Sunday-Monday, with an occasional free show on Saturday afternoon sponsored by the town's merchants. . . . Charles Townsend has closed the Canadian D-I, Canadian, Tex., and is operating his downtown Palace. . . . Don Gilbert and Russell Enlow have closed the El Rancho D-I for the season at Dalhart, Tex. . . . Ground has been broken for the 830 seat American, Austin, Tex., to be operated by Trans-Texas Theatres.

Tom Caraway, for the past 32½ years owner and operator of the Texas and Valley Film Service, with headquarters here, has sold the firm to Jackie Reed, head of the Reed Film Service since 1939. Reed will be associated in the operation with Alfred Negley, his partner. There will be no change in the personnel of the organization, according to the new owners who will take over on Dec. 1.



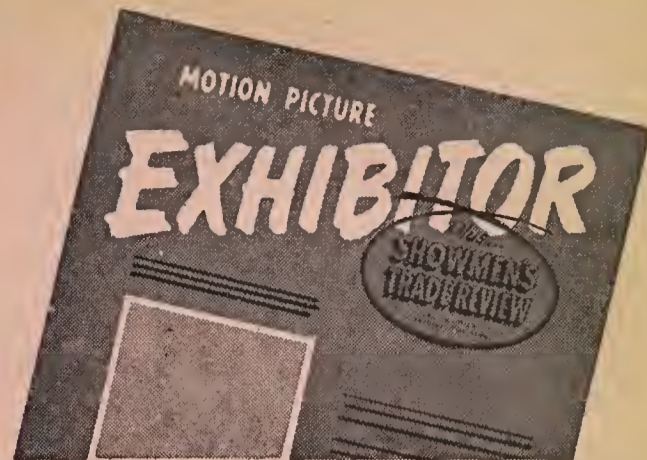
# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO  
Vol. 72 No. 20

DEC. 3, 1964

## CONTINENTAL

### Slave Trade In The World Today

DOCUMENTARY  
86M.

Continental  
(Filmed abroad)  
(Eastman color)

ESTIMATE: Interesting documentary.

CREDITS: Directed by Roberto Malenotti; produced by Maleno Malenotti, narrated by Allen Swift.

STORY: Hidden cameras pry through Arabia and parts of Africa and come up with proof that slavery does exist in those areas even today. It shows the wealthy sheikhs and others buying young boys, girls and men and women in markets and surreptitiously. Most wind up as laborers while the balance become servants and members of harems. There are looks at the fleshpots of some of the countries where prostitutes, too, are shown in a form of slavery. There is a scene showing slaves being beaten and wanting more so they can show how strong they are with the best being accepted as slaves in the household of the sheikhs. The harem, too, is invaded by the cameras and buying-selling of humans is recorded by cameras equipped with telescopic sights. The efforts of some police to stop the practice is followed but the chances for capture or cure are not too great.

X-RAY: This documentary detailing the marketing of humans in the Arabian and African parts of the world is interesting, revealing and at times loaded with exploitation possibilities. It is a bit on the long side but with avowed purpose behind it of hoping to help stamp out dealing in humans, who can argue with its length. Some of the scenes are repelling and others offer a first for viewers such as a peek into some harems. Technically, it's well done and the use of color is an added advantage. It could do okay in most types of houses especially with a little extra effort in the exploitation area. The film was inspired by the book by Sean O'Callaghan and official reports by Lord Maugham.

AD LINES: "The Evil of Human Slavery Exposed"; "A Secret Camera Looks At The Slave Marketplace And Into The Harems of The Sheikhs".

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## EMBASSY

### The Adventures Of Scaramouche

MELODRAMA  
98M.

Embassy  
(Color)  
(French-Italian co-production)  
(Dubbed in English)

ESTIMATE: Okay swashbuckler for the program.

CAST: Gerard Barray, Gianna Marie Canale, Michele Girardon, Yvette Lebon, Alberto De Mendoza. Directed by Antonio Isasi Isasmendi.

STORY: Gerard Barry (Scaramouche), the most famous clown in Paris, is also a top swordsman. Unknown to him, he is also a nobleman, who was kidnapped in infancy while another took his place. When the usurper, Alberto De Mendoza, is about to be named Duke of the provinces, Barray learns his identity and that Mendoza was responsible for the death of his father. He is determined to kill him and see that justice is done. The unveiling of Mendoza takes place at a huge reception at which he is to be named Duke, where Barray, after escaping a number of traps, puts on a show before the assembled nobility, detailing the crimes that were committed. The climax is a duel between the two that results in the death of Mendoza. Barray is declared the rightful heir to the Dukedom, and all is right in the romance department as well.

X-RAY: There's plenty of action and intrigue to be found in this period piece, as well as some romance. This overcomes to a degree the fair story, and the use of color also helps. Though a bit on the long side, it can work out as part of the program where this type of entry can go. The screenplay is by Arturo Rigel, A. I. Isasmendi, and Colin Mann, and there is a song sung over the titles, "The Comedians," by Jacqueline Francois.

AD LINES: "Daredevil Exploits Of Fiction's Fabulous Hero"; "Intrigue . . . Swordplay . . . Action . . . Romance In The France of Yesteryear."

## MGM

### Get Yourself A College Girl

COMEDY MUSICAL  
86M.

MGM  
(Metro Color)

ESTIMATE: Watusi dance fling for teenagers.

CAST: Mary Ann Mobley, Joan O'Brien, Chris Noel, Nancy Sinatra, Chad Everett, Fabrizio Mioni, Willard Waterman, Stan Getz, Astrud Gilberto, Dave Clark Five, The Animals, Freddie Bell and Bell Boys, Roberta Linn and The Standels, Donnie Brooks. Pro-

duced by Sam Katzman; directed by Sidney Miller.

STORY: Mary Ann Mobley, student at a staid old college for girls, is exposed as the authoress of sophisticated popular songs and faces expulsion. She is granted a reprieve until after the Christmas holidays, to be spent at Sun Valley. She blames youthful publisher Chad Everett for her predicament. Senator Willard Waterman, son of one of the college's founders, arrives and is bent on keeping an eye on the students, including Jazz-minded ballet teacher Joan O'Brien. The students organize a big jazz show to win support for Waterman, whose reelection has been jeopardized. He wins as Mobley and Everett find they are romantically inclined.

X-RAY: This youth-packed musical has only a slight story line by Robert E. Kent upon which to string the many present-day jazz numbers. Specialties by the Dave Clark Five and The Animals should be stressed in the selling and are a big factor, along with those of others, in slamming things across. The color, also, is a big asset, while the youthful cast is good looking and competently go through their paces. As light weight program fare, this should do nicely, especially with the younger set.

AD LINES: "The Go-Go Watusi Musical"; "See The Swingin' Set In The Latest Dance Steps."

## 36 Hours

DRAMA  
115M.

MGM  
(Panavision)

ESTIMATE: Interesting drama.

CAST: James Garner, Rod Taylor, Eva Marie Saint, Werner Peters, Alan Napier, Oscar Beregi, Russell Thorson, Celia Lovsky, John Banner, Walter Friedel, Ed Gilbert, Karl Held. Produced by William Perlberg and George Seaton; directed by George Seaton.

STORY: James Garner, American intelligence officer, is briefed on the forthcoming invasion of France by the Allies during World War II before he returns to his post in Lisbon. The Germans capture him, and Nazi psychiatrist Rod Taylor takes him in tow at a camp that has been fashioned after an American military hospital. When the drug wears off, Taylor convinces Garner that he has had amnesia for six years and that the war has been over for some time. He gets him to talk about the war and the invasion. He is aided by English-speaking nurse Eva Marie-Saint, who has been freed from a concentration camp as a condition of her cooperation. The trickery is furthered by specially printed newspapers, etc. Taylor is being pressured by Gestapo agent Werner Peters to let him take over but is reluctantly given time to go ahead with his plan. Garner does give away the landing places and dates but then realizes that he has been tricked. He convinces all that he was aware of the situation from the very beginning. Only Taylor is not convinced, but he can't sway Peters. He gets the truth out of Saint, who



offers to help undo the wrong. The German high command has other ideas about the invasion place, and Peters and his superior are afraid to push Garner's information. Taylor sees that all is lost and helps Garner and Saint escape. They get across to Switzerland with the help of the underground while the pursuing Peters is killed. Taylor, too, has taken his own life. Garner and Saint are separated in the neutral country, and Saint seems on her way to recovering from her terrible experiences.

**X-RAY:** This tale of spies and counterspies is intriguing and interesting pretty much throughout, with a great deal of suspense engendered during the unreeling. There are a number of competent touches in the entry which aid in getting the story across and which, when combined with good performances and smart direction and production, put this in the better category. It should please most audiences seeking this type of entertainment. George Seaton wrote the screenplay.

**TIP ON BIDDING:** Higher bracket in many situations.

**AD LINES:** "Spies Almost Wreck The Allied Invasion Of France"; "The Story Behind The Allied Invasion of France—A Tense, Suspenseful Drama."

## 20TH-FOX

### Back Door To Hell

MELODRAMA  
68M.

(20th Fox)

**ESTIMATE:** Okay programmer.

**CAST:** Jimmie Rodgers, Jack Nicholson, John Hackett, Annabelle Huggins, Conrad Maga, Johnny Monteiro, Joe Sison, Henry Duval. Produced by Fred Roos; directed by Monte Hellman.

**STORY:** Shortly before the U. S. launches its attack on the Phillipines during the Japanese occupation, three American soldiers led by Lt. Jimmie Rodgers land with radio equipment to scout the area and radio back vital information. They make contact with Conrad Maga, leader of the local guerillas, and he agrees to help them, stipulating that he be in command. The Japs learn of their presence and threaten to kill child hostages unless the guerillas surrender the trio, Rodgers, Jack Nicholson and John Hackett. They agree but instead set a trap and kill the Japs and capture their officer. They kill him after torturing him to try and get information. Scouting the territory, they come across a group of bandits who want the radio they have in return for the information they offer. When they put them off, they ruin the radio. Rodgers has information but no radio so they try to get access to the Japs radio. They get in, manage to get off a message and then Nicholson is killed by Jap gunfire. Rodgers and Hackett survive and the attack that follows is a success.

**X-RAY:** There's some action, suspense and drama to be found in this war-type entry that should do okay in the supporting slot on the program. The acting, direction and production are adequate. The screenplay is by Richard A. Guttman and John Hackett.

**AD LINES:** "Guerillas In Action In The Phillipines"; "What Happened Before The Americans Invaded The Phillipines".

## MISCELLANEOUS

### The Inheritance

DOCUMENTARY  
60M.

Harold Mayer Productions

**ESTIMATE:** Documentary on rise of the unions needs special treatment.

**CREDITS:** Narrated by Robert Ryan; produced and directed by Harold Mayer; written by Millard Lampbell; edited by Lawrence Silk.

**CONTENT:** This opens with the flood of immigrants that poured into the U. S. in the early 1900's and then concentrates on the areas where the newcomers went to work to earn a living, such as the sweatshops in the big cities, the coal mines, the weaving mills, etc. By still and motion pictures, audiences are shown children at work, World War I, the depression years, the labor struggles of the thirties, the Roosevelt years, and a bit of the civil rights crisis.

**X-RAY:** By the use of stills, silent films, talking films, specially written dialogue, and music, the labor movement and the struggle for workers to survive are detailed here. The release is obviously not entertainment in the accepted sense of the word but is rather a documentary concentrating mainly on yesterday, with special interest for special audiences. Exhibitors interested in playing the release are urged to contact unions and labor officials in their area to get cooperation and work out attendance on local levels by interested groups. The production technique makes use of available material and is done in competent fashion.

**AD LINES:** "The Growth Of America As Seen Through The Eyes of Labor"; "An Off-beat And Unusual Documentary."

## FOREIGN

### Anatomy Of A Marriage

DRAMA

Janus  
(French-made)  
(English titles)

MY DAYS WITH JEAN-MARC—96 M.  
MY NIGHTS WITH FRANCOISE—97 M.

**ESTIMATE:** Package offers something different for art house patrons.

**CAST:** Marie-Jose Nat, Jacques Charrier, Michel Subor, Giani Esposito, Macha Meril, Georges Riviere, Michele Girardon, Jacqueline Porel, Yves Vincent. Directed by Andre Cayeatte; produced by Raymond Froment.

**STORY:** Marie-Jose Nat is a young student of 19 who is liked by Michel Subor. However, she gives herself to Jacques Charrier, who has been quite a hit with the girls. She decides to leave home and comes to live with Charrier. When she discovers that she is pregnant, she contemplates giving up Charrier and getting rid of the child before it is born. She can do neither. They get married, and she gives up all thoughts of a career, trying to further Charrier's career as a lawyer. He takes a position as a magistrate in a small provincial town and tries to help youngsters who are going wrong. After several years, she forces him to return to Paris, and he takes a job which brings him success and money. Scruples about the operation force him to leave, and with their money dwindling, she takes a job with a public relations company. Subor assists her until Charrier can get on his feet again. She is a big success, taking over supervision of the agency. There are trips out of town, and jealousy between the married couple. They are about to be divorced, but become reconciled again. This doesn't last, and they are separated again, with Charrier returning to his work in the provinces, which he felt was of value.

The second film tells the same story from the point of view of Charrier.

**X-RAY:** This idea of telling the life and loves of a young couple through the eyes of each, the boy and the girl via two separate features, has much merit as well as repetition to some degree. Still, interest is fairly well maintained throughout, with the acting, direction, and production in the good category. Experiments are being conducted whereby each film is shown separately in theatres close to each other, with a patron

buying a single ticket to admit him to both films at any time. In this way, he can see the whole story at his convenience. It is presumed that both can also be booked on a single bill for a complete package. It's an attractive set-up for art and specialty attendees. Andre Cayeatte wrote the story.

**AD LINES:** "Both Partners In A Marriage Tell Their Stories, Which Makes For An Unusual And Interesting Film"; "A Slice Of Life Dissected From The Point Of View Of A Man And A Woman In A Marriage."

## Les Abysses

DRAMA  
90M.

Kanawha  
(French-made)  
(English titles)

**ESTIMATE:** Off-beat drama could draw among arty set.

**CAST:** Francine Berge, Colette Berge, Pascale de Boysson, Colette Regis, Paul Bonifas, Jean Legoff, Lise Daubigny, Marcel Roche, Robert Benois. Directed by Nico Papatakis.

**STORY:** Two sisters, Francine Berge and Colette Berge, are employed as servants on the farm owned by Paul Bonifas and Colette Regis. They haven't been paid for the last three years. While the owners are away on a trip, the place and the girls have deteriorated. They are sloppy, dirty, unhealthily attracted to each other, mentally affected, and fearful of their future if the place is sold. They are also resentful over being cheated out of money as well as some of the property, which they have been promised. The house is a mess as they haven't cleaned and have smashed dishes and generally dirtied up the place. They also hope to discourage any buyers by the mess and by making the decay obvious. Boniface, Regis, and their married daughter, Pascale de Boysson, return. De Boysson has left her husband so she can be close to Colette Berge, for whom she has an unnatural regard. The servants are annoyed over their premature return and are rebellious about serving them and cleaning up. They are generally obnoxious and threatening in their madness. The terror mounts, and when Bonifas orders them out and tries to pay them, they go berserk and throw things at everyone. At this stage, the son-in-law arrives with some prospective buyers, and the daughter reconciles with him. The servant sisters grab knives and any weapon at hand and kill de Boysson and Regis.

**X-RAY:** This gruesome and horrifying tale about a pair of demented sisters is based on an actual murder case that took place in France in 1933. The deterioration of the two girls, mentally and physically, is a tragic sight, one for which art house audiences will have to have strong stomachs. It is repelling, but it also holds a certain amount of almost hypnotic attraction. Certainly, interest is maintained on high throughout. The performances are realistic and of high quality, and the direction and production are unusually efficient. It's a tension-packed entry for adult art house audiences. The screenplay is by Jean Vauthier.

**AD LINES:** "The Picture That The French Film Industry Preferred Audiences Not To See"; "An Unusual Experience In The Theatre . . . For Adults Only."

## Malamondo

COMPILATION  
79M.

Magna Pictures  
(Eastman color)  
(Italian-made)

**ESTIMATE:** Repelling import.

**CREDITS:** Produced by Goffredo Lombardo and directed by Paolo Cavara; English version adapted by Jack Lewis; narrated by Marvin Miller.

**CONTENT:** In Italy, bored teenagers sit around a swimming pool until someone comes up with the idea of having a barbecue. Someone has to kill a live baby pig with a knife.



There's skiing in the nude in the Swiss Alps by young men and women. In Britain, leather-jacketed motorcyclists race through the streets of a town with the winner to spend a weekend with a girl. One crashes. In France, teens play chicken, wherein they get atop an elevator and the first to duck away from the top of the building as the elevator approaches is called "chicken." Cambridge students in England indulge in orgiastic practices in crazy costume. There's a dance at a French military academy. Parisian artists put on an orgy of their own while painting. Dachau, now a historical museum, is visited. At Heidelberg, students get their duel scars in the barber shop, with dripping blood and all shown. There's hazing of high school students in Amsterdam, which also calls for shaven heads. A ballet school for men is visited in England, and in France is a club for homosexuals. In Italy, rock-n-rollers create songs in a public square of Rome. Students at an Italian trade school go to the beach at recess, and boys and girls wrestle in the surf. This is followed by a striptease by an older woman, who takes off into the water at the conclusion, with the boys following her closely. Nottingham, England, has youngsters who like the practice of free love. In Glasgow, Scotland, some girls vociferously protest free love and get a dunking in a fountain pool for their feelings. In Switzerland, there's a hospital for neuters, who don't care for either sex, where the nurses do their best to seduce the patients as mental therapy. In Stockholm, a Negro and white girl are wed, and more and more girls are attracted to colored students. French parachutists fall free as far as possible before opening their chutes, and afterwards a whisky party is in order at a cemetery. In Sweden again, youngsters are shown lolling in cemeteries and presumably contemplating suicide in the country which has the highest rate of self destruction.

**X-RAY:** This import purports to be an expose of the youngsters of today as seen in the various parts of Europe. While the documentary technique is employed, still much of what is seen appears to be staged for the benefit of the cameras and for any sensationalism that will result. Some of the scenes are shocking; others are dull; still others are interesting. It's a hodge-podge of everything and nothing, but it can be exploited and some of the sensation seekers will come in. Many will be repelled by what they see for shock and sex seem to be the main themes of attraction here. The musical score and background is one of the better features of the entry. The camerawork is acceptable.

**AD LINES:** "Shocking . . . Sensational . . . Stimulating . . . That's This Expose of Youth of Today"; "Thrills Never Before Seen On A Screen."

## Man Who Walked Through The Wall

COMEDY  
99M.

Shawn International  
(German-made)  
(English titles)

**ESTIMATE:** Cute comedy import.

**CAST:** Heinz Rühmann, Nicole Courcel, Anita V. Ow, Rudolf Rhomberg, Rudolf Vogel, Peter Vogel, Michael Burk, Hans Poessenbacher. Directed by Ladislao Vajda; produced by Pen-Film.

**STORY:** Heinz Rühmann, mild-mannered and easily-contented clerk in the treasury department, has a rough time when a new official is named to head the division. To add to his troubles, a new neighbor moves in who gives piano lessons, which disturbs his peaceful moments at home. Perturbed, he meets one of his old professors, who comments that Rühmann ought to be able to walk through any walls that may come in front of him if he really wants to. He finds that he can walk through walls, which helps him drive his arrogant boss crazy. He finds that his neighbor is really an attractive widow, Nicole Courcel, with a young daughter, and he falls in love

with her, using his new power to help in the romance. He eventually winds up being named to head his department, his talent and ability recognized. Romance also satisfies him, and once he is happy, there are no longer any confining walls to overcome. He no longer has the power to go through them at will.

**X-RAY:** Art house audiences should have some pleasant moments at they witness this comedy about a mild-mannered and meek civil servant, who turns at the proper moment into a man of many talents. The story is told in a cute manner, the acting is competent, and the direction and production are efficient.

**AD LINES:** "Everybody Would Love To Have His Power And A Chance At Some Fun"; "What Would You Do If You Could Walk Through Walls? Get The Fun-Filled Answers Here."

## Pattern For Plunder

MELODRAMA  
84M.

Herts-Lion International  
(English-made)

**ESTIMATE:** Well made espionage entry holds interest.

**CAST:** Keenan Wynn, Mai Zetterling, Ronald Howard, Rona Anderson, Trader Faulkner, produced and directed by John Ainsworth.

**STORY:** Four wartime commandos still active in the reserves welcome a chance to escape their civilian roles and go back into action, this time on a mission to recover missing Nazi loot buried by an infamous Gestapo general. Keenan Wynn, formerly with American intelligence, takes his old spot as C.O. His crew of ex-commandos, including Ronald Howard, Rona Anderson, and Trader Faulkner, meets the skipper at a harbour cafe in England and promptly puts to sea in Wynn's cutter. Aboard, they learn that they are after war booty valued at \$10 million, amassed by a German general who hid the loot with the cooperation of two Allied officers, each one given a third of a map pinpointing the cache. Orders reveal that Wynn possesses a part of the map recovered by American intelligence from the U. S. Naval officers involved. A rendezvous is made known, at which the second part of the map is to be recovered from the now released German general. Instead, lovely Mai Zetterling, who claims to be an agent representing the German, appears. After a narrow escape in a barroom fracas, they put to sea bent on yet another mission with the Frenchman who holds the last piece in the map puzzle. The group discovers that the Frenchman is dead, but alert Ronald Howard spots a painting done by the collaborator that represents the watchword for the operation, the word Mermaid. The hiding place of the treasure, the abbey at the Bay of St. Michel, is established, and the group sails to press its mission. The treasure is found—bullion and works of art—including a painting bearing a striking resemblance to Zetterling. She reveals herself as a French intelligence agent and tells of the murder of her family by a looting party including the Allied officers implicated with the Gestapo general. Two, she says, are dead; the third, the American, is still alive. To the surprise of the group, she fingers Wynn as the American traitor. He admits his complicity and tries to seal the others in an abbey vault and escape. He is claimed by the treacherous tides of St. Michel, which rush in so fast they turn the infamous beach to quicksand.

**X-RAY:** Let's face it, nobody makes espionage films with the same effortless, natural grace as the British. "Pattern For Plunder" features all of the ingredients of the better British spy chillers, plus some saleable names, such as Wynn's, and a leading lady who is fine in the looks department. A bit of romance brightens the film, which could stand on its action values alone. Feature will hold up its part of the program well.

**AD LINES:** "Five Adventurers Lust For Buried Treasure"; "Find Out What Became Of Buried Nazi War Loot!"

## Seance On A Wet Afternoon

DRAMA  
115M.

Artixo  
(British-made)

**ESTIMATE:** Quality art import.

**CAST:** Kim Stanley, Richard Attenborough, Margaret Lacey, Maria Kazan, Lionel Gamlin, Marian Spencer, Judith Donner, Mark Eden, Nanette Newman, Gerald Sim, Ronald Hines, Patrick Magee. Produced by Richard Attenborough; directed by Bryan Forbes.

**STORY:** Kim Stanley, mentally disturbed medium, is married to Richard Attenborough. Her contact in the other world is their dead baby son, and she conceives the plan to kidnap the small daughter of wealthy Mark Eden and Nanette Newman to further her reputation, not planning to harm the child or keep the money. Instead, through her "gift," she is to inform the authorities and the mother and father of the location of the girl and money. Attenborough is reluctant to go along with the plan, but she pressures him into it. He gets the girl, brings her up to a specially prepared room, and then makes contact, picking up the money despite police observation. When Stanley offers her help to the mother and father, the police decide to check up on her, which she is prepared for. The child runs a temperature, and Stanley begins to act stranger than before, telling Attenborough that their son is in need of a playmate and that he should kill the girl. Besides, the girl has seen his face. The police arrive after Attenborough has removed the child, and they persuade Stanley to hold a seance which brings things to a head. Attenborough, realizing that she has gone completely mad, places the girl where she will be found. After the seance, he tells them where the money is hidden, and the case is closed.

**X-RAY:** There are several ingredients that cause this import to be interesting and intriguing. One is the excellence of characterization; another is the development of the plot, which at times wanders up an apparent trail and then abruptly switches course and emerges off-beat and unconventional. It's not a pleasant film, but it's certainly an absorbing one, made all the more so by the top calibre direction and production. Kim Stanley is brilliant in her challenging role. Art and specialty house audiences should like what they see and follow through at the boxoffice. The screenplay is by Bryan Forbes, based on the novel by Mark McShane.

**AD LINES:** "An Outstanding Excursion In Suspense"; "Medium Or Madwoman? Don't Miss The Answer."

## Seven Surprises

COMPILATION  
77M.

Quartet International  
(Color & Black and White)  
(Canadian-made)

**ESTIMATE:** Mixture of shorts for the art spots.

**CAST:** Claude Jutra, Albert Faille, Wallace Jensen, Edouard Carpentier, Dominic De Nucci, Al Costello, Ivan Kalmikoff, Jean-Paul Lsdouceur, Grant Munro. Animation by Norman McLaren and Evelyn Lambert; produced by Harvey Chertok; co-producer, Eric Albertson.

**CONTENT:** A Chairy Tale—a kitchen chair resents being taken for granted and refuses to allow a young man to sit on it. Eventually, the young man's attitude changes and the chair permits sitting. Nahanni—details a true adventure of a 73-year old prospector's eighth 500-mile trip up a rough river looking for gold. He's not discouraged when he doesn't make it this time either, promising that he will be back again. The Cars In Your Life—The camera concentrates on how important the car has become in daily life both for riders and makers, servicing, etc. There are also some daredevil drivers in action. Corral  
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Lady—170m.—WB . . . . .5227</p> <p><b>N</b></p> <p>Naked Kiss, The—92m.—Misc. . . . .5227            Night Train To Paris—65m.—Fox . . . . .5219            Nightmare In The Sun—81m.—Misc. . . . .5231            Nutty, Naughty Chateau—102m.—For. . . . .5232</p> <p><b>O</b></p> <p>Of Human Bondage—98m.—MGM . . . . .5214            Only One New York—75m.—Emb. . . . .5218            Outrage, The—97m.—MGM . . . . .5219</p> <p><b>P</b></p> <p>Pajama Party—83m.—A-I . . . . .5229            Passionate Thief, The—100m.—Emb. . . . .5210            Pattern For Plunder—85m.—For. . . . .5235            Pumpkin Eater, The—110m.—For. . . . .5228</p>	<p><b>Q</b></p> <p>Quo Vadis—168m.—MGM—RE. . . . .5214</p> <p><b>R</b></p> <p>Ready For The People—54m.—WB . . . . .5227            Rio Conchos—107m.—Fox . . . . .5219            Roustabout—101m.—Par. . . . .5230</p> <p><b>S</b></p> <p>Santa Claus Conquers The Martians—80m.—Emb. .5230            Seance On A Wet Afternoon—115m.—For. . . .5235            Secret Door, The—72m.—AA . . . . .5209            Secret Invasion, The—95m.—UA . . . . .5215            Send Me No Flowers—100m.—U . . . . .5211            Seven Surprises—77m.—For. . . . .5235            Sing And Swing—75m.—U . . . . .5211            Slave Trade In The World Today—86m.—Cont. .5233            So Dear To My Heart—82m.—Re.—BV . . . . .5217</p> <p><b>T</b></p> <p>T-a-m-i Show, The—113-1/2m.—Misc. . . . .5231            Tattaeed Police Horse, The—48m.—BV . . . . .5225            36 Hours—115m.—MGM . . . . .5233            These Calloways—131m.—BV . . . . .5229            Time Travelers, The—82m.—A-I . . . . .5225            Topkapi—120m.—UA . . . . .5215</p> <p><b>V</b></p> <p>Visit, The—100m.—Fox . . . . .5214            Voyage To The End Of The Universe—81m.—A-I .5213</p> <p><b>W</b></p> <p>Where Love Has Gone—114m.—Par. . . . .5222            Witchcraft—79m.—Fox . . . . .5222            Woman In The Dunes—123m.—For. . . . .5236            Woman Of Straw—117m.—UA . . . . .5215</p> <p><b>Y</b></p> <p>Young Lovers, The—108m.—MGM . . . . .5222            Youngblood Hawke—137m.—WB . . . . .5227            Your Cheatin' Heart—99m.—MGM . . . . .5222            You're Never Too Young—102m.—Par.—Re. . . .5222</p>
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## SEVEN SURPRISES

(Continued from page 5235)

—a cowboy singles out a horse from a group of wild animals and breaks and gentles him. Le Merle—a French-Canadian song provides background music to a cartoonist's meandering with bits and pieces that now and again assume the shape of a blackbird. Wrestling—a camera peeks in at a school for wrestlers, and then it swings over to ringside where several matches are covered. Neighbors—two men live as good neighbors until a flower arises between their houses and each lays claim to it. They erect a fence, get into a series of battles, and finally destroy each other, their families, and their homes with the aid of animation.

X-RAY: There is no continuity in this entry that has combined seven shorts and color, black and white, trick photography, animation, and live action. Some of the subjects are more interesting than others, and the whole should prove absorbing and effective as far as art house audiences are concerned. It is interestingly presented and has won a number of prizes. This makes for a different type of booking.

AD LINES: "A Different Treat For Filmgoers Seeking The Unusual"; "It's Fresh . . . Funny . . . Fine Entertainment."

## Woman In The Dunes

DRAMA  
123M.

(Pathe Contemporary)  
(Japanese-made)  
(English titles)

ESTIMATE: Intriguing import.

CAST: Eiji Okada, Kyoko Kishida. Directed by Hiroshi Teshigahara; produced by Kiichi Ichikawa and Tadashi Ono.

STORY: A young school teacher and amateur entomologist Eiji Okada appears on a desolate stretch of sand dunes while on vacation. He is looking for insect specimens and misses the last bus home. He asks a passerby for lodging and is directed to a cottage in a sand pit, which he has to get to by means of a rope ladder. A woman gives him dinner and informs him that she lost her husband and child some time ago when the sands collapsed during a storm. She fills buckets with sand, and they are hauled to the top. The next day, he decides to leave but can find no exit. He learns that he is a prisoner and is expected to help keep the shifting sands from engulfing the house and others behind them in other pits. When he refuses to work, the water ration is withheld until he gives in. He makes love to Kyoko Kishida while waiting his chance to escape. He does get away

once but is pursued by the others who have to rescue him from quicksand. He asks for minutes during the day to just get up and view the ocean. The others agree if he will make love to the woman in front of them, but she refuses to go along. Months later, the woman is taken away to undergo treatment for an abnormal pregnancy, and he is left alone with the rope ladder. He goes to the top, walks around, and returns to the pit after he has discovered that he has found a way to get water without depending on others. He now figures he can leave at will since he will not be dependent on the others for the vital fluid.

X-RAY: Many viewers will be absorbed by this unusual tale of a man and woman thrown together by unorthodox circumstances, and by the sensational love-making sequences between the pair. Others may think the entry too long for the story it has to tell. In any case, art house devotees will appreciate the entry and its message. The actors do well by their roles, and direction and production values are superior. The screenplay is by Kobo Abe. The film won a special Jury Prize at the 1964 Cannes Film Festival.

AD LINES: "A Prisoner Of Sex And Sand"; "An Unusual Suspense Thriller That Won The Special Jury Prize At The Cannes Film Festival."





DECEMBER 3, 1964 SECTION THREE  
Vol. 72 No. 20

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## New Orleans Made Moon Conscious At "First Men In Moon" Premiere

New Orleans was recently the scene of the American premiere of Charles H. Schneer's exciting space-age spectacle, "First Men IN The Moon," with a total of 18 theatres in the area showing the Columbia Pictures release amid a highly imaginative exploitation campaign.

Downtown New Orleans was covered with "First Men IN The Moon" balloons dispatched from the tops of the city's tallest buildings, many containing free tickets for performances of the color thriller and all bearing special promotional messages for "First Men IN The Moon." Meanwhile, tens of thousands of copies of a tabloid announcing a landing on the moon were circulated throughout the downtown area with excellent boxoffice response to the promotional efforts.

The Columbia Pictures release, which stars Lionel Jeffries, Edward Judd and Martha Hyer was the core of retail tie-ins throughout the area with cooperating merchants including: Doubleday's bookstore, which featured leading windows displaying H. G. Wells' best-seller upon which "First Men IN The Moon" is based; every major newsstand in New Orleans, featuring the Gold Key Comic book based upon the film; all Hobbysville stores featuring kits of the now famous H. G. Wells' moon missile as depicted in the book and film; and other outlets including Gex Stores, Woolco Stores and independent merchants.

On opening day, every one of the 18 theatres in the break was displaying maps of the moon in their display areas, and many were offering passers-by the opportunity to "feel the moon" via displays of selenite ore meteors from the surface of the moon. Col. John "Shorty" Powers' testimonial for the film figured heavily in all advertising and promotion for "First Men IN The Moon" throughout the area.

Theatres involved in the American premiere of "First Men IN The Moon" included the Beacon, Bell, Circle, Colliseum, Grand, Napoleon, Nola, Pitt, Skyvue Drive-In, Tiger and Tivoli Theatres in New Orleans; the Abalon and Algiers Drive-In in Algiers; the Airline Drive-In in Jefferson Parrish; the Gordon in Westwego; the Joy Cinema in Kenner; the St. Bernard Drive-In in Arabi; and the Tower Theatre in Gretna.

## "Fair Lady" Clothes

Cincinnati's largest department store, Shillito's, had a 10-day display of costumes from the Warner Bros. motion picture production of "My Fair Lady" in connection with the local engagement of the film at the Valley Theatre.

## Christmas Gift Books Of Happiness Another Source Of Holiday Revenue



Christmas came early to Broadway with the erection of this giant outdoor display heralding the Christmas dual premiere of Embassy's "Marriage—Italian Style" at New York's Festival and Loew's Tower East theatres.

## Cary Grant Rates

Cary Grant has been designated as the "Dream Date"—the one who they would most like to step out with—by a group of 200 eighteen to twenty-five year old girls polled by Mademoiselle Magazine with the results announced in the December issue.

Selection of Grant, who is co-starred with Leslie Caron in Universal's "Father Goose," the Granox Production in Technicolor, is considered by Mademoiselle to be remarkable and phenomenal considering the ladies are under 25 and indicative of the fact that Grant will probably be found disarming to yet another generation of Mademoiselle readers.

Mademoiselle reports that every one of the girls named Grant even though several younger matinee idols were also mentioned but only Grant was chosen on all counts.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

This should be termed "Putting Santa In The Bag For You" Part Two.

In the last issue of EXPLOITATION, an article touched upon Christmas rentals and merchants' holiday greeting trailers; and how they could readily be a source of extra revenue for you.

Thanks to the Schine Circuit, Gloversville, N. Y., now comes an outline for selling "Gift Books of Happiness" and "spreading Yuletide cheer while bringing added Christmas dollars to your boxoffice."

People appreciate getting these books of tickets good for admission to the theatre as Christmas gifts that will bring happiness and enjoyment for many hours.

One of the first things that you should do in planning your sale is to have a 40 x 60 in front of your theatre announcing the sale of your Gift Books. Along with a figure of Santa Claus, your copy should read: "On sale now. The perfect Christmas gift for everyone. Books of Happiness. \$5.00 value; only \$4.00. Buy Them Now."

You should start using a trailer with similar copy at the same time. Say, a month prior to Christmas.

Window cards and streamers bearing the same message should also be utilized, along with slugs in your newspaper advertising with the under-line reading: "Xmas Books Of Happiness Now On Sale. Movie Tickets at A Big Discount." This should lead up to your regular special display ad on the sale of the books which should appear 10 or 12 days prior to Christmas.

Whenever you use radio advertising, the tag for each spot should be: "Buy Books Of Happiness. \$5.00 worth of movie tickets now on sale at . . . . theatre for \$4.00. The ideal Xmas gift."

To spur on sales among employees you can offer employees a 25 cents commission for every sale of a \$5.00 Gift Book.

It might be a good idea to contact your local newspaper and try to arrange for a block sale for their delivery boys. Other away from the theatre sales hints on the gift books are local industries to whom you might explain that the books will be a perfect gift for employees. Contact service and civic organizations and offer them the opportunity to use Gift Books as a fund-raising project. The 25 cents commission on the sale of each book should be a big inducement to factories, telephone companies, schools, granges, 4-H Clubs, etc. Boy and Girl Scouts should wel-

(Continued on page EX-636)



# British Activities

by Jock MacGregor

The Beatles' "A Hard Day's Night" has certainly caught the imagination. Never have so many campaigns on one movie been received in the London Bureau at the same time. They are from England, Scotland and Wales (Where are you Irish showmen?) and most have concentrated on the press and played up teenage angles. The fact the Walter Shenson picture was drawing queues and was being held over received editorial and pictorial coverage in many local papers. The lines outside the Odeon, Colchester, gave H. P. Shepard two pictorial front page breaks. The Colchester Express splashed it right across the top with the caption. "This is just one of the many queues this week for The Beatles film "A Hard Day's Night" having its first showing in the town at the Odeon. Report from the management 'House Packed Full Every Night.'" K. B. Lloyd, of the Odeon, Southport, was another manager to have pictures of his queues splashed across local papers. He got a further editorial plug with a story pointing out that since the theatre seats 2000 would-be patrons should not be put off as a long line can be absorbed comfortably. . . . Having the first run in Scotland at the Odeon, Edinburgh, assistant manager R. R. Clapton realised that the Daily Express had been hard behind the London launching and contacted the Scottish edition with the suggestion that some seats might be acceptable as prizes for a contest to back its serialization of the story. The idea was accepted and invaluable front page breaks and stories followed. Encouraged by this taste of blood he went after all the other papers and got six front page breaks and countless inside splash write ups covering a set performance policy, the extra work he himself was faced with, children queuing 2½ hours for the doors to open, fans queuing, and of course, the fact that business was so great the film just had to be held a second week. Business was the best for 8 months. . . . G. H. Chantrey, of the Odeon, Glasgow, also got great support from the press, who wanted to get on the Beatle wagon. The Evening Citizen published special Beatle Editions in which the entire front pages were devoted to the movie each night during the first week of the run. These were sold throughout the city. The Evening Times ran a 'What the Beatle Said' contest for six dresses similar to those worn in the movie.

W. G. Ayles of the Odeon, Bishop Auckland, arranged for the Northern Despatch to be sold each night outside the theatre with a special giveaway souvenir of the Beatles in each issue. The paper backed this with a six inch double column advertisement announcing the arrangement each night. In addition he got good news breaks in this paper and the Evening Gazette on the type of people seeing the film! J. Alexander, of the Gaumont, Wolverhampton, found his press ready to cooperate with features and contests for tickets. . . . M. Nolan, assistant manager, Gaumont, Finchley, North London, tied in with a Donkey Derby at which tickets for the film were used as prizes for a balloon race. He also arranged a Miss Finchley Teenage Personality Girl at a dance hall. Again tickets were the prize. Each promotion got a useful press. With no Sunday opening cinemas in Ayr, R. G. Honeyman, of the Odeon, feared that his teenagers would travel the 12 miles to see it at a Kilmarnock independent theatre instead of waiting for his Monday opening. He arranged a teenage beat charity concert in aid of the National Union of Journalists at which the movie music was continuously plugged and is convinced the 1000 he kept in the town all visited his theatre during the week. . . . Philip Cross of the Odeon, Walsall, placed a small classified advertisement in his evening paper advertising for part time usherettes for the run of the film and received so many applications that he got a ready splash story next day. Even newspapers which are not known to be too cooperative to movie plugs fell over themselves to be helpful. For J. B. Moncur, Odeon, Barrow-in-Furness, the evening paper published a special supplement for sale outside the theatre and backed it with extensive advertising and editorial for ten days. . . . With The Beatles refused permission to perform in Israel, B. Bint, Odeon, Manchester, invited a party of Israeli students who were visiting the city to see the film and gained one more editorial splash. R. H. Potts, Odeon, Exeter, topped his press coverages with a double page composite and reports that the daily, the six day and seven day records were shattered.

The run of Jack Le Vien's tribute to Sir Winston Churchill "The Finest Hours" at the Odeon, Sheffield, coincided with the 50th anniversary of World War I. Foremost—D. E. Mann arranged with The Star to invite letters from readers who had contact with the great statesman, and then set about fixing a big opening night. He invited everyone of importance in the area and most accepted. The Army, too, fully cooperated with a large guard of honor, equipment and material for displays and a giant Grenadier and a Life Guardsman in full dress uniform to added color. Though unsuccessful in interesting the educational authorities in cooperating, he personally contacted 27 school heads and received favorable support.

N. Ian Craig, of the Odeon, Cardiff, Wales, invited a cross section of 500 talkers from major stores, factories, hairdressing salons, colleges, etc., to the press show of Walt Disney's "Incredible Journey" and had a Labrador, bull terrier and Siamese cat on hand to greet them. He was rewarded with an excellent editorial and photo coverage. For the same picture at the Odeon, Manchester, N. Bint promoted a balloon race on the Saturday prior to playdate, hacked by extensive exploitation. 500 were dispatched. . . . For "A Tiger Walks," C. C. Close, then at the Majestic, Leeds, rustled up a live tiger which was lead through the city centre before a personal at the theatre—and made a very useful press.

## L. A. Newspapers Run Spreads On "Holiday Time Is Movietime"

With banner headlines proclaiming "Holiday Movie Season Here Again" and "Holiday Time Is Movietime," newspapers in the Los Angeles metropolitan area went all out Thanksgiving Week in carrying full-page editorial breaks on the coming new product.

The campaign, spearheaded by National General Corporation and its subsidiary, Fox West Coast Theatres, followed NGC's pattern in arranging editorial and pictorial spreads for the "Summertime Is Movietime" project last June and in previous years.

Newspapers running the initial spreads included the Los Angeles Herald-Examiner and Hollywood Citizen-News.

The North Hollywood Valley Times, Long Beach Press-Telegram, Santa Monica Evening Outlook, Glendale News-Press, Culver Star-News and Van Nuys News are among other Southern California newspapers scheduled to carry the special layouts on the new product.

Peter C. Latsis, NGC's publicity director, worked with studio and distribution publicity chiefs in compiling the material and coordinating the campaign with the newspapers.

Exhibitor representatives assisting him included John Simes, Statewide Theatres; Leonard Schwartz, Pacific Drive-In Theatres; Harry Wallace, Metropolitan Theatres, and Fred Kunkel, United Artists Theatres.

Eleven distributors—Allied Artists, American-International, Buena Vista, Columbia, Embassy, MGM, Paramount, 20th Century-Fox, United Artists, Universal and Warner Bros.—were mentioned in a preview of 24 new pictures.

Attractions pictorially represented were "First Men In the Moon," "Cheyenne Autumn," "Father Goose," "Emil and the Detectives," "Marriage-Italian Style," "Goldfinger," "The Disorderly Orderly," "Goodbye Charlie," "The Americanization of Emily," "Pajama Party" and "Station Six Sahara."

NGC has arranged for similar newspaper breaks in numerous other cities where it operates theatres and drive-ins.

## Trailers Ready

United Artists' stepped up teaser trailer campaign is reflected in the immediate availability of trailers on three major releases, "Topkapi," "Kiss Me, Stupid" and "Goldfinger."

"Topkapi," Jules Dassin's current boxoffice sensation, has the following special material in National Screen Service exchanges now: a one-minute Color teaser hitting all the production high spots; and a series of three 20-second specially-filmed teasers designed to be interspersed throughout any theatre's given program.

Although Billy Wilder's "Kiss Me, Stupid" is a December release and the new James Bond thriller "Goldfinger" will go out nationally in January, UA is also now set with trailers on both of these attractions.

## Carroll Baker In Pageant

Carroll Baker is the subject of an eight-page profile, "The Care and Feeding of a Sex Symbol," in the December issue of Pageant Magazine, which features a provocative full-color portrait of Miss Baker on the back cover.

Illustrated with photographs of Miss Baker modeling the latest in transparent evening gowns, the article credits her forthcoming Paramount releases, Joseph E. Levine's "Harlow" and Martin Poll's "Sylvia."



# Exploitation Pictures of EXPLOITING PICTURES



This model gave out "Send Me No Flowers" envelopes to people on the boardwalk to plug the Universal film at the Hollywood, Atlantic City, N. J.



To add to his campaign on 20th-Fox's "Cleopatra," Constantin Barbayanni, manager, Skouras 59, Nanuet, N. Y., with the cooperation of projectionist Mark Waldherr, a man who can create any type of display, built this 12 ft. x 24 ft. replica of a Sphinx on a set of wheels. It toured shopping centers and all parts of Rockland County.



A special "Salute To Jim Brown" and special preview of 20th-Fox's "Rio Conchos" sponsored by Harlem Youth Unlimited, youth organization of HARYOU-ACT, Inc., was held recently at the RKO Alhambra, in Harlem, New York City. Football star Brown makes his film debut in the picture.



Hostesses flanked by French-maid usherettes and end men, Don Wirtz and Roy White, recently added atmosphere for United Artists' "A Shot In The Dark" at the Times, Cincinnati, Ohio. The marquee and front of the theatre were repainted a stark white and jet black for the occasion.



Sam Goody, world's largest recording outlet, recently devoted its large main window in its main Manhattan store at Broadway and 49th Street, New York, to this display of the original sound-track album of United Artists' "Topkapi."



These straw-hatted girls distributed wallet-sized photos of Gina Lollobrigida to help launch the Los Angeles opening of United Artists' "Woman Of Straw." Here they are giving one to Warren's Downtown theatre manager Bob Knox.



A nine-foot sultan on an open truck covered with valances recently-plugged United Artists' "Topkapi" for the Fox Wilshire, Los Angeles. Haggarty's seven-store fashion stores also plugged the film with windows featuring "Topkapi Green."



## THE EXHIBITOR'S EXPLOITATION EFFORTS

GEORGE JOHNSON, manager, Schine's Norwalk, Norwalk, Ohio, decided he needed a covered wagon to exploit MGM's "How The West Was Won." It took him almost two weeks to find an ordinary wagon; but he wasn't discouraged. With the help of his staff, he converted four bed sheets, strips of lumber, and wire into the "authentic 1964 covered wagon." The wagon was bannered with movie, playdate and theatre copy and the caption, "Filmed in Ohio locales" was included for an added attention-getter. The wagon was pulled in a local parade with the theatre's candy girl seated in front and dressed in an 1840 costume. Thinking of the good will of the kiddies, he purchased penny lollypops and these were tossed to the kiddies from the wagon by the "pioneers." Following the wagon was a good-natured usher, riding a horse and hollering, "Wagons Ho-o-o." Corny, sure; but the amount of word-of-mouth and the attention received made this stunt a merchandising masterpiece.

WESLEY BROWN, manager, Florida State Theatres' Florida; Ft. Lauderdale, Fla., and HAL CUMMINGS, manager, Palms, Palm Beach, Fla., recently obtained good results in a tie-up with county schools in encouraging student attendance at his exclusive showing of Walt Disney's "True Life Adventure Festival." Reduced admissions prevailed for both teachers and pupils during the six consecutive week engagement. The attractions were "The Living Desert" with "Bear Country" and "Ben and Me"; "White Wilderness" with "Prowlers Of The Everglades" and "Paul Bunyan"; "The African Lion" with "Nature's Half Acre" and "Windwagon Smith"; "The Story Of Perri" with "Water Birds" and "Goliath II"; "Jungle Cat" with "Beaver Valley" and "Noah's Ark"; and "The Vanishing Prairie" with "Mysteries Of The Deep" and "Pecos Bill." Special theatre discount coupons good for a saving of 15 cents were also issued and distributed in a tieup with the local Publix Markets.

### "Topkapi" Real-Life Capers

"A 'Topkapi' caper in a Great New York Museum" is the title of a four-page article in the current issue of Life Magazine about the recent theft of the Star of India sapphire and other priceless jewels from the American Museum of Natural History. Life stated, "In a caper matching the classic heist in the movie 'Topkapi,' thieves invaded the museum's vast Morgan Gem Hall and stole the Star."

The article subsequently notes that the thieves "all had found time to take in at least one movie, 'Topkapi'—a cram course."

When the Star of India was stolen, speculation immediately started in the press as to whether the robbery was inspired by the film which deals with a jewel robbery in the Topkapi Museum in Istanbul.

**LOOK FOR EXPLOITATION  
EVERY OTHER WEEK IN  
MOTION PICTURE EXHIBITOR**



This National Screen Service 22-inch miniature cut-out standee was created specifically to convey the managements' Christmas greetings away from the theatre. Space is provided at the bottom for imprinting the theatre name and the Christmas day show. The standee can also be used for candy counters, in boxoffices, as well as on merchants' counters or in windows. The miniature is die-cut and in nine vivid colors.

### "Mars" Contest Winners

Winners of Paramount Pictures' Exhibitor Incentive Contest for "Robinson Crusoe on Mars" were announced by Bernard Serlin, exploitation manager.

Cash awards of \$250 each for the best campaigns in large, medium and small size situations, respectively, were made to Richard Fensterer, Loew's 175th Street Theatre, New York City; Ralph R. Sullivan, Times Theatre, Rockford, Illinois; and Murt F. Makins, Admiral Theatre, Bremerton, Washington.

### "Emily" Paperback

The New American Library will release a special paperback film edition of William Bradford Huie's novel, "The Americanization of Emily," to retail outlets during the first week of December, coinciding with the Christmas New Year's holiday engagements of the MGM-Filmways production.

The publication will feature cover art from the film.

### XMAS GIFT BOOKS

(Continued from page EX633)

come door-to-door sale like this just before Christmas since it affords them an opportunity to make some additional money. Contact the scout leaders and see if you can interest them in this fund-raising project. Make certain that you select groups that are aggressive and will do the job for you. Generate enthusiasm to the above groups and to your employees stressing the fact that these are wonderful gifts for everyone and that they can be purchased at a big saving. No other entertainment media offers so much entertainment and pleasure for such a low price.

When a gift book is sold make certain that it is stamped or marked by the seller with the expiration date. The Gift Books are good for a period of three months.

By getting on the Xmas Gift Books bandwagon, you can make Christmas really a happy one; and by so doing you can make some extra dollars for yourself!

## Cruise Winners Announced

Winners of the national contest for "Paris When It Sizzles," starring William Holden and Audrey Hepburn, have been announced by Paramount Pictures.

The two grand prizes of 21-day Gateway Holiday tours of Europe were won by Mrs. Marian Sneider of Miami, Florida, and James E. Hawkins of Hyde Park, New York. The third prize of an Ariadne luxury cruise to Nassau was won by Mrs. Opal Thomas, Wright-Paterson Air Force Base, Ohio.

Additional awards of six sets of Compton's Encyclopedia and 20 Emmons Jewelry sets were also made in the "Paris When It Sizzles" contest.

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Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations, 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

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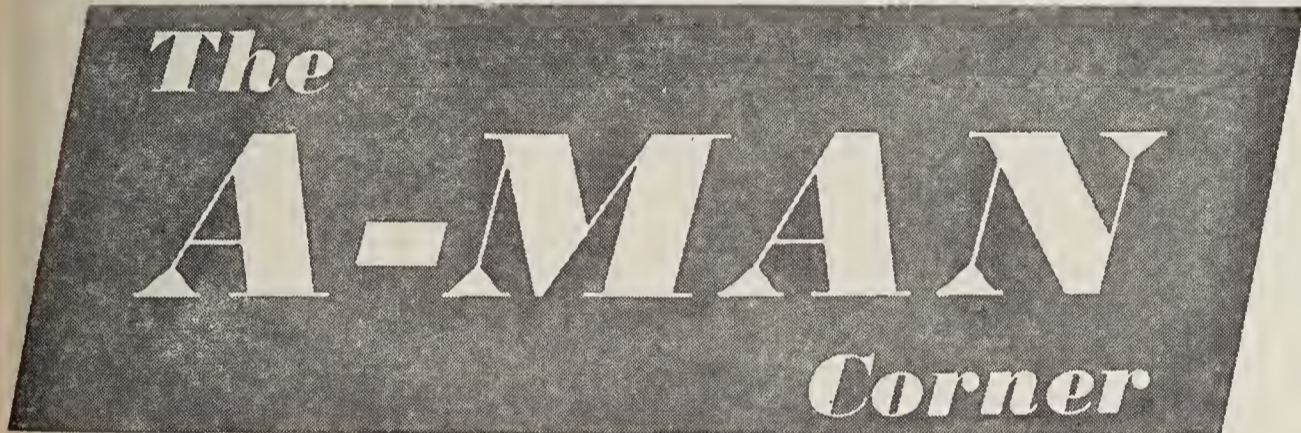
COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

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WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: Director of advertising and promotion for newly created position with national chain exhibitor. Send resume to GENERAL CINEMA CORP., 480 Boylston St., Boston, Mass. 02116. (122)

YOUNG MAN interested in small indoor theatre management. Prefer neighborhood operation in southern climate. Good character. Salary open. BOX B1118, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PROJECTIONIST, experienced 30 years, indoor or drive-in, also some managerial experience. Will relocate for right offer. Prefer Maine, New Hampshire or Vermont. Available now. Contact RICHARD C. WELCH, 87 Pleasant St., Rockland, Maine. Tel. 594-5025. (1118)

ST. LOUISAN, 21, aggressive creative, top references, considerable experience on service staff. Want future in theatre management. Any proposition considered. Prompt reply. BOX A1118, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED POSITION as relief or assistant manager. Worked 16 years for Century Theatres. Sober, experienced, reliable. BEN MINDLIN, 60-47 Woodhaven Blvd., Elmhurst, N. Y. 11373. (1125)

SOMETHING NEW. Free-lance Florida showman available. Indoor-outdoor manager, supervisor-checker, relief, advertising, exploitation—premiers, openings. Assignments by hour, day, week, month or year. Reasonable. Results. Try me. BOX A122, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PROJECTIONIST, looking for year-round job. 17 years experience with all phases of equipment. Family man. Now available. Will go anywhere. If you need a good operator, just let me know. RILEY L. ESTRADA, P. O. Box 86, Aspermont, Texas. (122)

MANAGER, free to travel. Desires theatre checking. Colorado company please note. Will cover California, Nevada, Arizona or you name. Considered tops. Best references available. BOX A1125, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

ASSISTANT MANAGER wanted for drive-in theatre in Baltimore, Md. area; experience preferred. Excellent opportunity for advancement with top national chain. Complete details to BOX C1118, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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Address all Correspondence to— **The A-MAN Corner** {Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107



...to make a "SHORTS" story LONG



COLUMBIA'S  
'65 LINE UP  
CAN'T BE  
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**SPECIAL**

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"AMAZING NEW ZEALAND"  
"WONDERS OF MIAMI BEACH"

COMPLETED

"WONDERS OF KENTUCKY"  
"FABULOUS CALIFORNIA"

PLUS FOUR MORE

ONE REEL  
**COLOR SPECIALS**

IN RELEASE

"Little Boy Bad"

COMPLETED

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"Dream of Roses"

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"WORLD OF SPORTS" 10

"SELECT TOP NOTCHERS" 6

8  
TWO-REEL  
**THREE STOOGES**

4  
Thrill-a-minute **SERIALS**

ONE REEL **COLOR** CARTOONS

**LOOPY de LOOP** 12

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**"THE CRITIC"**

Directed by Ernest Pintoff

A hilarious New Look at Modern Art as seen through the way-out eyes of comedian Mel Brooks

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And The Perfect Attraction For Your **CHRISTMAS** Program!

**LITTLE STAR of BETHLEHEM**



MOTION PICTURE

# EXHIBITOR

DECEMBER 9, 1964

Volume 72

Number 21

IN TWO SECTIONS • THIS IS SECTION ONE



## Court Clears Exhib In Obscenity Case

(See Page 10)

## N.Y. Classification Controversy Looms

(See Page 11)

Sumner Redstone, TOA president, will meet with his executive committee at Bar Harbour, Fla., on Jan. 15-16. Allied will be there too, and a possible merger of exhibitors figures to be high on the agenda.

**HOW TO KEEP PATRONS AWAY** . . . see editorial—page 4



John Pike, U.S. Intelligence. He's tough, Cool, Cunning  
And he's walking right into

**the most**  
**spy**  
**a man**



**SELECTED AS THE FIRST PRESENTATION OF 1965 BY THE RADIO**



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Directed by  
**GEORGE  
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Produced by  
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Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecuff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



VOLUME 72 • No 21

DECEMBER 9, 1964

OUR 46th YEAR

### HOW TO KEEP PATRONS AWAY

IT HAS BEEN ESTIMATED that the average American is exposed to more than 1,500 different advertising appeals in the course of a single day. These appeals compete for his attention and attempt to influence his actions. Usually, they are trying to get him to purchase a particular product by creating a desire to obtain it.

We, of course, are interested primarily in motion picture advertising. We have been studying them and watching their effect for many, many years, and we have reached certain conclusions. First, the best ads in the world will fall flat on their white space if the title does not attract. The public must be interested at once. Therefore, a picture has too great a handicap if it is burdened with an inane title. There are just too many other products clamoring for the public's attention. If the title does not immediately create a favorable impression, the sale is forever lost.

A good title attracts people in a variety of ways. It piques their curiosity; it stimulates their imaginations; it arouses their interest. If it is not meaningful in some way, the picture is wounded and may never recover.

This is not a new problem. It has been with us since our industry was young and struggling for acceptance. We recall a blockbuster starring Marie Dressler and Wallace Beery, and entitled "MIN AND BILL." A simple, attractive title, and one that had real meaning for the millions who loved the two stars. Then came another fine picture starring the same lovable pair. This one was called "THE LATE CHRISTOPHER BEAN." Its boxoffice reception was luke warm at best even though it had been a successful stage play. We're not second guessing, either. We have correspondence on file in which we predicted that "CHRISTOPHER" would lay an egg because of the title.

Another example: Paramount some years ago released a fine picture with Kirk Douglas starred. They called it "THE BIG CARNIVAL." We had the privilege of playing the picture at its world premiere, but we told Paramount we felt it would not sell due to a meaningless and confusing title that had nothing to do with the film itself. We suggested that Paramount change it to "ACE IN THE HOLE." Having heard the same complaints elsewhere, the company wisely decided to make the change and took ads in the trade press announcing the new title and thanking us for the suggestion.

Many years ago, an independent producer released a picture based on a book by Charles Sheldon that had sold three million copies. We played that one too on a world premiere, and died at the boxoffice, just as we had predicted to the

producer. The picture was titled "IN HIS STEPS" and it was our opinion that the title had killed it. We decided to try it out in another theatre under a new title, "THE SINS OF THE CHILDREN." It crooked the public and broke all kinds of boxoffice records. Harry Thomas, a well known independent distributor, wired his 28 exchange centers asking which title was better. All but one answered immediately that "SINS" was the better title. We were surprised that there was a lone holdout, but it turned out that he was in the hospital and unable to reply. Needless to say, the title was changed, and the boxoffice picture everywhere brightened considerably.

When we see some of the titles that are decorating today's theatre marquees, we wonder if the producer himself would put out good money to see the picture if all he had to go on was the title. The public must be aroused. Want-to-see must be created. That is why art type pictures are mainly successful only in specialized houses to specialized audiences.

Of course, there is always the happy exception. Consider UA's fine feature, "TOPKAPI." It had to depend on word of mouth to put it over, and it also had the benefit of a colorful and well planned ad campaign based on the strange title. Even then, some theatres that played it early might have fared better with a more meaningful title. The point is that without a highly specialized campaign, "TOPKAPI" would have had a rough road to boxoffice success. Every picture with a bad title does not get the benefit of a topnotch campaign.

An announcer can read 125 to 150 words in a 60-second commercial, but a title in a newspaper ad has to do the job immediately or not at all. How many good pictures are lost for want of a saleable title? Every showman has his own pet list, and every showman knows the answer is more than a few. Everyone admits that good titles are not easy to create, but more intensive effort should be expended to get them. Consider the fact that more than 30 cents out of every advertising dollar is spent in newspapers. These newspaper ads are a must for retail selling, and that goes for the selling of motion picture entertainment as well. A newspaper ad must catch the eye, and that is the job that the title must accomplish. How many times has a manager answered the theatre telephone and been asked, "What's playing?" If the title doesn't sell, the customer will head for the nearest bowling alley or just sit home with the evening's television programs. One thing is for certain, he won't be going to that movie.

What's in a name? More than even Shakespeare realized!

**In order to be an opinion-maker, you've got to have opinions!**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

Jack Fruchtman, Baltimore, Md., exhibitor, became a grandfather when his daughter, Kay (Mrs. Stanley Katzenstein) gave birth to a baby girl, Jo Ann, at Sinai Hospital.

Gordon Weaver, of the MGM publicity department, and his wife, Mary, became the proud parents of a seven-pound baby girl, Melanie Long, born at New York Infirmity.

### Diamond Rings

Jack Fruchtman, Jr., son of Jack Fruchtman, Baltimore, Md., area exhibitor, became engaged to Joann Cohen.

### Obituaries

Mrs. Allison Holman Fitter, wife of United Artists sales executive Al Fitter, and daughter of Paramount Pictures' eastern production manager Russell Holman, died suddenly in Old Greenwich, Conn. In addition to her husband and parents, Mrs. Fitter is survived by two children.

Harry W. Hurwitz, one of the Canadian motion picture industry's most respected Pioneers, died in Winnipeg following a lengthy illness. He was general manager of Odeon-Morton Theatres, Winnipeg, and was recently named by Canadian Picture Pioneers as "Pioneer of the Year," sharing the distinction with his brother, R. D. Hurwitz.

Elkan Reiner, 61, Warner Brothers' purchasing agent, died in New York Hospital after a long illness. He had been associated with Warner Brothers and its predecessor companies since 1923. He is survived by his widow and two daughters.

Sam H. Stept, 67, ASCAP composer and author, died at the Cedars of Lebanon Hospital, Hollywood, Cal. A member of ASCAP for over 38 years, he is survived by his widow.

### Marhenke Vs. Md. Censor

BALTIMORE, MD.—Robert T. Marhenke, head, Cinema Film Exchange, who trades under Leo Film Distributors, long a foe of censorship, claimed he had "won half the battle" in a Circuit Court hearing in a suit claiming that Norman C. Mason, chairman, Maryland State Board of Motion Picture Censors, is "freeloading at taxpayers' expense."

Marhenke alleges that Mason owes the state about \$10,000 which he has spent on "expenses not in furtherance of his job."

The suit joined State Comptroller Louis Goldstein as a co-defendant, but Judge Wilson K. Barnes ruled that Marhenke must dismiss the action as to Goldstein, stating that he could not sue the comptroller in a Baltimore court. He could bring suit against Mason provided he can show that public funds are being misspent by the censor board chairman.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., DEC. 7

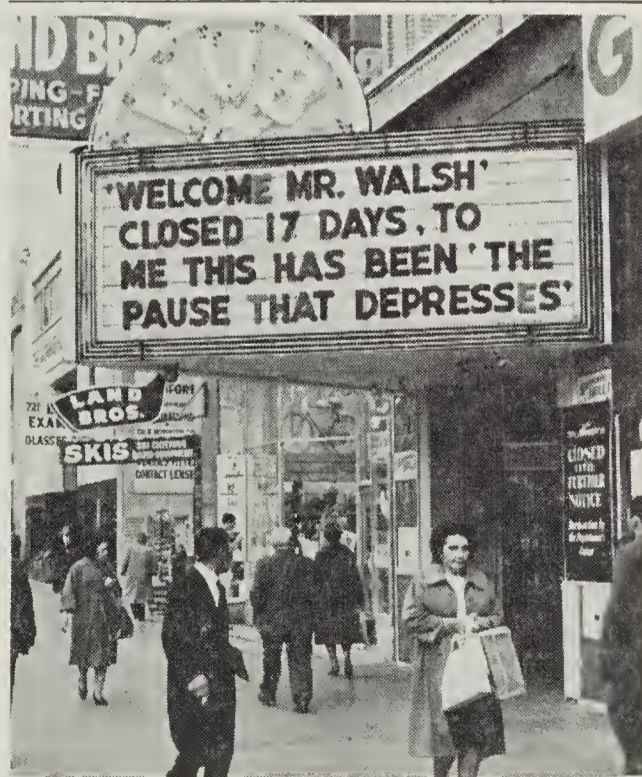
### Frisco Strike Settled; Second Booth Man To Go

SAN FRANCISCO — They successfully tamed the wildcat strike here, but veteran press observers are wondering about the price it cost San Francisco theatre owners to turn on the lights again in 46 movie houses. Local 162 of the IATSE union signed a contract with the San Francisco Theatre Owners Association extending to Sept. 1, 1968.

Ben Levin, leader of SFTOA, called the contract with the booth operators "an emblem of peace and harmony." Richard F. Walsh, IATSE president and battle-scarred veteran of innumerable strike negotiations, told news reporters, "The price we paid for the contract was not too high." Ergo, confused reporters are trying to figure out who really emerged victor after the deplorable blackout.

The exhibitors scored on their main point by chasing the second projectionist out of the booth except in situations where a film is being hard-ticketed or/and screened in 70mm. But this booth banishment will require approximately two years in the phase out process. The projectionists won a pension plan that will cost exhibitors at least \$25,000 yearly. The booth men also get a third week vacation with pay as well as other fringe benefits.

Levin said there would be no increase in boxoffice admissions. Asked how he expected the theatre owners to make up the cost of the new contract, including as much as \$1 per hour raise for projectionists, Levin said, "We expect to get more patrons into our theatres with the fine films Hollywood has promised us."



The marquee of the Hub, San Francisco, closed in the dispute with projectionists, carries a message expressing the feeling of the management. The welcome is meant for IATSE International President Richard Walsh, head, projectionist's union. The strike was later settled.

—DON LORENZO PHOTO.



## BROADWAY GROSSES

### "Lady" Leads Broadway Parade

NEW YORK — With Warners' "My Fair Lady" doing capacity business at the Criterion, the Broadway first runs all did about average business for this time of year. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"SEND ME NO FLOWERS" (U). Radio City Music Hall, with usual stage show, did \$76,000 on Thursday through Sunday, with the fourth and final week sure to top \$105,000.

"SLAVE TRADE IN THE WORLD TODAY" (Continental). DeMille reported \$25,000 for the second week.

"GOODBYE CHARLIE" (20th-Fox). Warner claimed \$11,000 for the third session.

"THE AMERICANIZATION OF EMILY" (MGM). Loew's State announced the sixth week was \$21,000.

"FIRST MEN IN THE MOON" (Columbia). Loew's Capitol did \$10,000 on the second week.

"TOPKAPI" (United Artists). Astor reported \$11,500 for the 12th week.

"MY FAIR LADY" (Warners). Criterion had \$59,130, or capacity, for the seventh week in 10 performances.

"YOUNGBLOOD HAWKE" (Warners). Rivoli stated that the fifth week was \$8,000.

### WB Reports Loss

NEW YORK—Warner Bros. Pictures, Inc., reports for the year ended Aug. 31 a consolidated loss of \$3,861,000, after applying applicable federal income tax credit. The consolidated net income for the previous year was \$5,699,000, which represented \$1.17 per share on the 4,850,052 shares outstanding.

Film rental income amounted to \$36,373,000, television income \$21,105,000, record, music and other income \$15,783,000, and dividends from foreign subsidiaries not consolidated \$706,000 for the year, as compared with \$45,373,000, \$32,184,000, \$14,888,000, and \$734,000, respectively, for the previous year.

The first quarter of the current fiscal year ended Nov. 30, and while it is too early to give definitive figures, it is estimated that the operations of the company for that period will result in a profit.

### Legion "C" To "Kiss Me"

NEW YORK—The Billy Wilder film starring Kim Novak and Dean Martin, "Kiss Me, Stupid," will receive a National Legion of Decency "C" or condemned rating, the first major Hollywood film so designated since 1956.

Msgr. Thomas F. Little said that the organization's reviewers had seen the film both before and after extensive cuts were made and that "neither version is acceptable."

United Artists screened the film for exhibitors and the press a month ago and, in response to comments at that time, had voluntarily made changes.

UA has confirmed that the film is now officially a Lopert Pictures release. Lopert is a wholly owned UA subsidiary and usually has its name attached to films made abroad.



# Exhibs, BV Clash On "Poppins"

## Distrib Defends Policy Of Pre-Premiere Showings; Ind. Theatres Say Playoff Pattern Hurts Other Houses

INDIANAPOLIS—Irving H. Ludwig, president, Buena Vista Distributing Corporation, in a letter to the board of directors of Theatre Owners of Indiana, denied that his company had any "exclusive" clearance agreement or understanding with the State Lake, Chicago, as to exhibition of "Mary Poppins," as claimed in a resolution of the organization condemning same.

Said Ludwig: "There was nothing in our negotiations with this theatre for the exhibition of this picture, or in the exhibition contract which we entered into as a result of any negotiations, which in any manner indicates that the theatre would receive any clearance in excess of the normal clearance granted for the first-run exhibition of our pictures in Chicago.

"Our company regards 'Mary Poppins' as one of Walt Disney's finest motion pictures, and to enhance the prestige of the picture it decided, without any consultation with any exhibitor, that the picture should be released throughout the country on the basis of first having pre-release premiere showings in some 18 cities. After this decision was made, the State Lake decided to take advantage in its advertising of the fact that the closest city to Chicago among such 18 cities was outside of a 300 mile radius and utilized the statement referred to in your resolution.

"For your information, we offered to negotiate with an exhibitor in Indianapolis for one of such pre-release premiere showings, but he could not meet the date due to prior commitments."

In reply, Ann L. Craft, executive secretary, board of directors, Theatre Owners of Indiana, claimed that Ludwig's statements prove the correctness of the Board's resolution for it states, "The picture would be restrained in its exhibition by using a method of pre-release; State Lake understood 'Mary Poppins' exhibition would be restrained in Indiana, Illinois, Wisconsin, Michigan and Ohio; State Lake entered into and accepted the restraint, and Buena Vista gave its blessing to such restraint in the joint co-op ads carried in the Chicago papers serving notice on the public of the existence of the restraint under, 'Note: Exclusive Engagement—Will not be shown anywhere else this year within 300 mile radius of Chicago.'"

The board points out that "for Buena Vista to exhibit, it must enter into an agreement or understanding with a Chicago theatre. If that agreement, written, oral, or tactically understood, or by consent adopts a policy of Buena Vista restraining as to a given motion picture hundreds of other theatres not in substantial competition with the favored Chicago theatre, it not only violates all the rules of clearance but also is an act in restraint of trade.

"The board reiterates the point it made in its resolution that the 300 mile radius of clearance given the State Lake does not help that theatre but damages the prestige of hundreds of theatres affected by the restraint agreement. The board feels its resolution is perfectly proper, and since Buena Vista did

## Allied, TOA Fla. Meets May Bring Merger Talks

NEW YORK—The Theatre Owners of America announced that its new executive committee would meet at the American Hotel, Bar Harbour, Fla., on January 15-16.

Allied States Association previously announced a board of directors meeting at the Eden Roc Hotel, Miami Beach, Fla., January 13-16.

Joint sessions looking toward a merger of the two exhibitor organizations are a possibility.

## Phila.'s City Council Hears Community Antenna Bids

PHILADELPHIA — Triangle Publications, Inc., TeleSystems Corporation, and The Bulletin Company have introduced ordinances in City Council asking for authorization to set up a local community television antenna system.

The first public hearing on the proposal was held before Council's Committee on Law and Government.

All guaranteed that the multi-million dollar system would not be used either for pay or closed circuit tv; and that there would be no violations of blackouts of sporting events at the proposed South Philadelphia stadium. Both Triangle and The Bulletin have declared that pay-tv does not figure into their immediate plans. The system would consist of stringing about 3,360 miles of coaxial cables throughout the city and would cost an estimated \$17 to \$23 million.

Among those who spoke in opposition to the installation of the proposed system here were David E. Milgram, president, Theatre Owners of Pennsylvania, who said his group would have no objection to the passing of the ordinance providing it contained a clause prohibiting the system from being used for pay-tv, which, he said, would have the "effect of closing all the principal motion picture theatres in the city."

## Baiano Returns To WB

BURBANK, CALIF.—Solly Baiano, talent executive, has returned to Warner Bros. in that capacity. He will spearhead Warners' plans to build the company's talent roster by scouting young prospects in universities, little theatre groups, and elsewhere throughout the nation.

not see fit to clear, prior to entering into the 300 mile understanding of clearance with the State Lake, the board has no obligation to clear its resolution with Buena Vista. Furthermore, the board feels that the agreement with Buena Vista and State Lake is injurious to exhibition generally and can only lead, unless at once publicly retracted, to many damage suits against Buena Vista and State Lake."

Copies of the exhibitor organization's answer were sent to the State Lake Theatre, Department of Justice Anti-Trust Division, TOA, Gov.-elect R. D. Branigin, and the trade press.

## Judge Defers Decision In Cable-TV Controversy

RALEIGH, N. C.—The constitutionality of a Raleigh city ordinance authorizing use of street rights-of-way for community television antenna systems was argued in Wake County Superior Court, with a ruling being deferred by Judge Walter J. Bone.

The arguments were in connection with a suit brought by opponents to the system who seek an injunction against implementation of the ordinance pending a test in the courts of the validity of the law.

The plaintiffs contend the ordinance purports to grant a privilege for a purely private purpose and permits an unlawful division of the public streets; that it attempts to regulate specifications and rates of any cablevision system, which is a job of the N. C. State Utilities Commission; and that the City Council has no right to regulate or grant a franchise to install cable television and any contract under the ordinance would be an attempt to bargain away the rights of future governing bodies.

The injunction is being sought by a group of Raleigh businessmen engaged in the sale of television and other electronic equipment. Motion picture operators are not a party to the suit, although they opposed adoption of the ordinance.

The plaintiffs further asked at the hearing that a previous court order making Southeastern Cablevision Co. a party to the suit be set aside. Southeastern Cablevision was instrumental in getting the ordinance passed and intends to set up such a system here.

In asking that it not be allowed to be a party to the suit, the plaintiffs said the action only involves the city's right to adopt such an ordinance, not the firm's right to do business.

In announcing that he would reserve his decision on the matter, Judge Bone said Southeastern Cablevision would be given its chance to be heard.

Several other North Carolina cities, including Durham, are awaiting the outcome of the court test here before proceeding with action on proposed similar cablevision ordinances.

## Odeon Shifts Managers

TORONTO—Mrs. Anne Burrell has been appointed manageress of the new Odeon Totem Theatre, North Vancouver. The completely remodelled theatre was formerly the Nova.

Mrs. Burrell was formerly manageress of the Odeon, West Vancouver, and her place will be taken at that house by John Walters, who goes to his new appointment from the management of the Odeon Circle, Vancouver. Succeeding Walters at the Circle is H. Greening, who has been appointed acting manager. He was previously a relief manager in the Vancouver district.

On Canada's other coast, Edward Raithby has been appointed acting manager of the Hyland, Halifax. The new manager of the Maritime house is the former assistant manager of the Odeon Strand, Saint John, New Brunswick.



## Legion Report Deplores Lack Of Family Product

WASHINGTON, D. C.—The annual report of the Legion of Decency issued in preparation of Pledge Sunday, Dec. 13, when all American Catholics will be invited to renew their pledge of support to the Legion's program for better films, revealed that the Legion reviewed and classified 270 films from August 15, 1963 through August 13, 1964, 208 of which were of domestic origin.

The report indicated "a substantial decrease in family films and the increase in objectionable fare—a trend compounded by the double-billing of the few available family films with adult or objectionable films. This trend and practice, coupled with the rejection of proposals for a voluntary classification system, reflect the avid desire for mass audiences and high profits, and a disregard for the spiritual and moral requirements of the spectators."

It stated "The movies are a privileged instrument of education as well as of entertainment. They not only reflect culture, but also help to mould it. Repeated presentation of violence and vice can serve as an endorsement and popularization of such behavior for the uncritical mass audience. Some psychiatrists and sociologists are convinced that immoral films have a corruptive influence upon social behavior—especially of the young. For these reasons, the moral and educational aspect of the movies must take priority over the commercial. The value of a movie cannot be judged solely by the profits it yields to the producers. It must also be judged by its impact on our culture; upon public and individual morality, and especially upon the spiritual and moral welfare of present and future generations of Americans.

"Understandably, not every film made must be suitable for the young. However, it is not unreasonable to expect film artists and producers to devote some of their talent and resources to the production of a greater number of family films. It is not excessive to expect them to show more consideration for the young, who are an important segment of the film industry's present and future patrons.

"It is the deepest conviction of this Episcopal Committee that the current trend in film production warrants vigorous reaction of all citizens interested in preserving the traditional standards of decency and morality which adorn our American culture. Religious leaders, educators, and government officials should join in urging film industry leaders to produce a greater number of family films. We make a particular and fervent appeal to parents to meet their conscientious responsibility towards their children in this matter: We beg them not to expose their children to the corruptive influence of morally objectionable movies. We beg them not to risk the future of their children, by allowing them to become pawns or victims of the dangerous game of "moral brinkmanship" reflected in these statistics."

## Girton Joins Budco

PHILADELPHIA—Claude Schlanger, president of Budco Quality Theatres, announces the addition to his executive staff of Warren Girton, former district manager for Comerford Theatres, as Wilmington, Vineland, and York theatres' supervisor.

Schlanger said there will be an announcement made of the construction of three more theatres to be ready for the public by March 15, 1965.

# Industry's Will Rogers Hospital Thanks Trade Press For Support



Walt Disney recently received the Christopher Award from Father James Keller, director of the movement. Five of his associates were also honored. Awards were made for "Mary Poppins."

## Cass To Become Summit In Cinedrome Takeover

DETROIT—Two years ago, these columns reported the downtown legitimate Cass had been acquired by the Cinedrome division of Beacon Enterprises of Beverly Hills, and would be remodelled as an all-purpose first run movie house. Subsequently, the Detroit Bureau questioned the attorney for the E. D. Stair Estate, owner, and Frank Upton, Eastern division manager for Cinedrome. The house remained closed as did the mouths of those asked.

Now, two years later, the story is re-announced. The Cass will be renamed the Summit; between now and Feb. 15 \$300,000 will be spent on it; and on that date, "Circus World" will open. Then, Detroit will have the distinction of being the third city in the country to boast two theatres showing Cinerama, the other two being New York and Los Angeles. The present capacity of 1,489 will be cut to 1,050.

## IATSE Pact Includes Hike For Exchangemen

NEW YORK—Employees at film exchanges throughout the United States are receiving a wage increase of \$5.50 per week, effective Dec. 1.

Also provided in a new contract announced by the I.A.T.S.E. are increased employer pension contributions of 75 cents per week, bringing the weekly total to \$4.50.

Other benefits include a third week of vacation after 11 years of service. In the past, it was 12 years.

Maximum severance pay of 15 weeks' salary for employees who have worked 28 years or more. The previous top was 14 weeks' pay after 26 years. Columbus Day off, raising the number of annual holidays to nine.

The agreement is for two years. Companies coming under it are MGM, Columbia, Buena Vista, Allied Artists, National Film Service, Banded Film Service, and National Screen Service.

NEW YORK—Philip Gerard, chairman of the advertising-publicity directors' committee for the annual Will Rogers Hospital fund campaign drive, paid special tribute to the motion picture trade press for the support they have given to every activity of the Will Rogers Hospital.

Although the Will Rogers Hospital has now become a matter of national interest with feature stories appearing in the syndicate press and magazines, in the local press throughout the country, along with major television coverage, including the recent Today Show which depicted the highlights of the Hospital, its research program and its facilities, it is the motion picture trade press that singly is most responsible for alerting the industry and its individual members to the continuing support of each fund campaign. It is the motion picture trade press that has told the story of the Will Rogers Hospital, from its inception and throughout its growth to the point today where it ranks among the eminent institutions of its kind. It is the motion picture trade press that has been a key factor in mobilizing all sections of the entertainment industry to this annual campaign. It is the motion picture trade press that once again calls attention to this year's Christmas collection.

The Hospital belongs to the entertainment industry, and is supported by the entertainment industry. Every individual and members of his family in every section of the entertainment and communications industries (radio and tv), have the privilege without charge to use its facilities, its dedicated staff, and its marvelous care for those stricken with diseases of the chest area—heart and lungs, emphysema, asthma, lung cancer, tuberculosis, and all other respiratory ailments. All of the benefits which are free to all members of the entertainment industry, motion picture, radio, television, legitimate stage, are outlined in the Health Insurance Policy issued this year to each member of the industry without charge, which says in part:

"Your coverage as a policy holder, gives you absolutely free all care and treatment, private room, board, nurses, doctors, surgery. There are no charges whatever, no lab fees, no x-ray fees, no drug fees. This holds true for as long as you have to stay. From the moment you enter Will Rogers their concern is for your health and well being. The atmosphere is friendly, compassionate, relaxed and tasteful—never institutional. Will Rogers Hospital is set on 40 acres in the beautiful Adirondacks of upper New York State.

"Your policy gives you quick admission to the hospital without red tape. Your doctor's written recommendation for hospitalization for respiratory diseases, plus a recent x-ray are all you need.

"Should you ever require this kind of care, you are protected by this policy that will admit you to the Will Rogers Hospital built by the industry to take care of 'Our Own'."

This year's Will Rogers campaign, which is being directed by Henry H. "Hi" Martin, as general chairman, with the individual sales managers of all of the major motion picture companies serving as committee members, and Jack Armstrong, president of National Allied, and John H. Rowley, former president of TOA, as exhibitor co-chairmen, is looking to reach a minimum of one million dollars.



**Where Do  
Good Little  
Girls Go  
When  
They Want  
To Be  
Bad?**

*They go to  
naughty Madrid...  
to bring back  
boxoffice  
pleasure for  
exhibitors  
everywhere!*

**For January—  
From 20th!**





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Guest Star GENE

BRIAN

WRENCE • TIERNEY • KEITH

as Paul Barton

PRODUCED BY DAVID WEISBART

DIRECTED BY JEAN NEGULESCO

SCREENPLAY BY EDITH SOMMER



# Michigan Court Clears Exhibitor In Precedental Obscenity Ruling

BAY CITY, MICH.—One year ago, there was a citizen's complaint that the 20th Century-Fox release, "Please, Not Now," starring Brigitte Bardot, which was being shown at the Starlite Drive-In in Monitor Township, was obscene. On the complaint, the sheriff's office seized the print, and the d-i owner Clark Seeley was charged with showing an obscene film. Had he been found guilty, the sentence would have been up to a year's imprisonment and/or a fine of \$1,000 under a state penal law.

Judge Richard G. Smith, sitting in the Circuit Court for the County of Bay, rendered a verdict of "not guilty" in the most emphatic terms.

The verdict, while absolute in Michigan, is what Michigan Allied's general counsel David Newman terms a powerful "persuasive" one as to precedent nationally.

It is to be carefully noted that this was not a censorship case, but one endeavoring to bar showing a motion picture under an obscenity law.

Another very important point Judge Smith made is that the use of the term "community" did not mean an individual town could judge obscenity, but rather the "community" of cities in a state and throughout the land.

Counsel for the defense was John W. Piggott, who received assistance from Newman and at whose disposal were the resources of National Allied, Michigan Allied and MPA.

The language of the opinion was unusually strong and long, but carefully followed other precedents, including United States Supreme Court findings which greatly add to the document's power of "persuasion."

Judge Smith found the legislature has held, "The test to be applied . . . shall not be whether sexual desires or sexually improper thoughts would be aroused on those comprising a segment of the community, the young, the immature, or the highly prudish, or would leave another segment, the scientific, or highly educated, or the so-called worldly-wise and sophisticated indifferent and unmoved . . . but the . . . effect of this complaint considered as a whole . . . its impact upon the average person in the community . . . must be judged as a whole in its entire context, not by considering detached or separate portions only, and by using the standards of common conscience of the community of the contemporary period of the violation charged." (Italics represent the Judge's own underlinings.)

The Judge dismissed claims and counter-claims, stating "The case can be disposed of on the constitutional grounds of whether the motion picture is obscene under the law set forth in the rather recent rulings of the Supreme Court of the United States."

In lengthy review of testimony, mention was made of Academy Award-winning "Tom Jones," "Irma LaDouce," and later the judge remarked that if the book, "Tropic of Cancer," was not deemed obscene by the Supreme Court, it was "difficult to comprehend how this court could hold" similar works obscene.

His honor, who viewed the film, found that far from appealing to "the prurient interests of the adult male person," his interest would lie in getting a refund at the box office.

In dismissing, Judge Smith recommended:

## RKO Circuit Merged Into Glen Alden Corp.

NEW YORK—RKO Theatres, Inc., wholly owned subsidiary of Glen Alden Corporation, was merged into the parent company. The theatre chain will henceforth be operated under the name of RKO Theatres Division of Glen Alden Corp., it was announced by Albert A. List, chairman of the board of Glen Alden.

List also announced that Harry Mandel, president of RKO Theatres, will continue as president of the RKO Theatres Division and a director of Glen Alden Corporation. Matthew Polon will continue as vice-president. The contracts for both president Mandel and vice-president Polon were renewed for another three years. No changes of personnel in the theatre division are contemplated.

## Neb. Honors Schlaifer

OMAHA—Charles Schlaifer, president of Charles Schlaifer and Co., Inc., advertising agency, was guest of honor at the first annual dinner of the Nebraska Association for Mental Health. Governor Frank B. Morrison of Nebraska introduced Schlaifer, who is an honorary fellow of the American Psychiatric Association and is one of the most prominent laymen in the field of mental health in the United States.

## Nudie Wins License Round

MIAMI, FLA.—Circuit Court Judge Harry Balaban directed the City to issue Leroy Griffith's Dixie an occupational license and to let the theatre operate pending final determination of issues by the court.

Protests against the house's operation with a nude film policy had caused the city to refuse to renew the theatre license, which had expired on Sept. 30.

"FIRST: It is the primary responsibility of parents to see that their youngsters do not attend motion pictures which the parents feel are not fit for viewing by their children.

"SECONDLY: . . . the respondent successfully raised as a shield the right of freedom of speech and expression . . . if the public brings the message home to those who display motion pictures and if it is understood by them that these motion pictures have no box office appeal, they will not be shown. Conversely, if the demand is great for decent, wholesome fare, then that demand will be met.

"THIRDLY: The Supreme Court of the United States has recognized that state legislatures may enact legislation specifically designed to protect children against obscene matters tending to corrupt their morals . . . Just as our state law prohibits the sale of alcoholic beverages to minors, so too, convictions under this type of statute will in all probability be upheld by the Supreme Court of the United States. A judgment of 'not guilty' may be presented for signature."

## Goldberg Twins Honored For Charitable Activities

DETROIT—An annual Knight of Charity Award bestowed by the Board of Trustees of Maryglade College has gone to exhibitor twins Adolph and Irving Goldberg as well as to other outstanding citizens.

The honor is signified by handsome plaques, and solid gold medallions. Winners in previous years have included Pat O'Brien, Danny Thomas, George P. Skouras, and Benson Ford.

Along with the two exhibitors, awards went to Thomas H. Keating, General Motors board member and formerly group vice-president in charge of passenger car divisions, and Ralph T. McElvenney, president of the Michigan Consolidated Gas Company and the American Natural Gas Service Company.

Presentation took place at a lavish banquet at the Hotel Sheraton Cadillac. The Maryglade board of trustees, its executive and ladies committees, together number over one hundred of this city's most outstanding citizens.

Approximately \$80,000 was raised at the \$100-a-plate dinner.

Taken into account in selecting the Goldberg Twins were their extensive charitable activities. These include the Variety Club Growth and Development Center at Childrens Hospital of Michigan, the Jewish Home for the Aged, Fresh Air Camp, the Hundred and Crisis Clubs, and Brandeis University Fellows. Adolph is Michigan chairman of Will Rogers Memorial Hospital.

They are members of two congregations, Temple Beth El and the Downtown Synagogue.

## Albany News Curtailed

ALBANY—A strike called by local chapter of American Newspaper Guild against The Times-Union and The Knickerbocker News caused problems and concern to motion picture theatres. Circulation was sharply curtailed on the fourth and fifth days of the dispute, when the dailies' plant was picketed and delivery trucks did not go out. Guild had set up picket lines.

The heavy-with-advertisements Thanksgiving issue was printed in the reported number of 22,000 copies, but most of these could be purchased only at the newspaper offices.

The management (it is a Hearst operation) obtained a Supreme Court injunction restraining the number of pickets.

## Reade Managers Honored

NEW YORK—Winners in the managerial contest for staging the most successful summer kiddie shows, which have long been a July-August fixture in the Walter Reade-Sterling organization theatre program, were announced by Nick Schermerhorn, vice-president for theatre operations of the circuit.

Theatres were divided geographically into a "central Jersey," "shore group," and "southern Jersey" divisions. Cash prize winners were Jon Doyle, Carlton, Red Bank, N. J., for the "shore" area; Harry Klein, Community, Morristown, N. J., for the "central" section; and William Kanefsky, Community, Cherry Hill, N. J., for the "southern group."

## Pepsi Sets Dividend

NEW YORK—On Nov. 24, the board of directors of Pepsi-Cola Company declared a regular quarterly dividend of 35 cents per share, payable Dec. 31 to stockholders of record at the close of business on Dec. 17.



## Canadian Exhibitors Meet On Variety of Problems

TORONTO—When the 16th annual meeting of the national committee, Motion Picture Exhibitors Associations of Canada, was called to order in the King Edward Sheraton Hotel, chairman F. G. Spencer had two items of major importance to lay before the delegates.

The first was the announcement by the Quebec delegation of the intention of their association to withdraw from the Motion Picture Industry Council of Canada. The other was a motion by the delegates of the British Columbia Association, seeking to divorce the national committee from the M. P. I. C. C. by changing the time and place of the annual meeting, which has always taken place in Toronto on a day immediately prior to the meetings of the industry council.

When the reports of all national committee member organizations were examined by chairman Spencer, it was obvious that there was a great deal of dissatisfaction with progress made in the past, in obtaining action from distribution following complaints by the exhibitor associations. The plea for more solidarity by exhibitors on 16mm competition; close television release of films; film print revising; and similar subjects of resolutions to the distributor organization was made by the British Columbia delegation.

It was pointed out by Chairman Spencer that although the Motion Picture Distributors Association of Canada is a member organization of the M.P.I.C.C., the National Committee of Exhibitors Associations is not. Therefore, it was not possible for exhibition to present a united front in the industry council. Each member association of the national committee has a place in the industry council, and represents only its own membership at council meetings.

The motion by British Columbia exhibitors' association to move the annual meeting ahead of the industry council meeting by at least two months was carried unanimously, with the amendment that the meeting would continue to be held in Toronto. It will, therefore, be some time in the month of September 1965.

The withdrawal of the Quebec association from the industry council was the matter which caused gravest concern to the delegates. It was decided that the council would be asked to adjourn its meeting before the reports of both the exhibitor and distributor organizations were tabled so that the two groups could have a joint meeting to discuss the action of the Quebec association.

The 23rd annual meeting of the Motion Picture Theatres Association of Ontario was also held in the King Edward Sheraton Hotel.

Association president H. C. D. Main, welcomed a special guest, Milton London, National Allied executive director, from Detroit.

The reports of the various committees showed continuing progress in the most important areas of the M.P.T.A.O.'s activities. Membership now stands at 293 theatres represented. It was reported that the Ontario Board of Censors were considering the advisability of allowing theatres to admit children under school age to "Restricted" pictures, when accompanied by parents.

Twelve new directors were elected to the board for 1965. These are David Axler, Louis Consky, H. C. D. Main, S. R. McManus, M. W. Zahorchak, Gerry Collins, C. S. Posen, Lionel Lester.

# Industry Begins To Map Campaign Against N. Y. Classification Bill



James M. Totman, New England zone manager, Stanley Warner Theatres, attends the ground-breaking ceremony for SW de luxe Cinema, Danbury, Conn., Shopping Center. At left is builder Ellis Tarlton; Mayor J. Thayer Bowman; and New England zone manager J. A. Bracken.

## Decca, U Set Dividends

NEW YORK—The board of directors of Universal Pictures Company, Inc., declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable on Dec. 28 to stockholders of record at the close of business on Dec. 15.

Directors of Decca Records, Inc., declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable Dec. 29 to stockholders of record Dec. 16.

A new intra-industry relations committee will resolve problems between distribution and exhibition, outside of the Industry Council. It will, however, be called upon to deliver a report of its activities each year, at the annual meeting of the M.P.I.C.C.

Following a unanimous acceptance of the formation of the new committee, Gaston H. Theroux, heading the Quebec Exhibitors Association, expressed his satisfaction with the action taken. He indicated that at the next meeting of his association he would support a motion to withdraw his organization's resignation from the Industry Council.

Officers elected for 1965 to the Motion Picture Industry Council of Canada are Frank H. Fisher, honorary chairman; Peter S. Myers, chairman; Harry Prygrocki, first vice-president; Jerry H. Solway, second vice-president; William Summerville, third vice-president; H. C. D. Main, secretary-treasurer.

The National Committee of Motion Picture Exhibitors Associations of Canada elected F. G. Spencer, chairman; Gaston H. Theroux, first vice-president; Harry I. Howard, second vice-president; G. B. Markell, third vice-president; and H. C. D. Main, secretary-treasurer.

ALBANY—Their "case" against state classification of films quietly but firmly dismissed at a Regents' monthly meeting in New York City, Motion Picture Association of America began mobilizing opposition to a bill scheduled for official introduction on behalf of the Board on Jan. 6, when the Legislature convenes under Democratic control.

The measure, which may be "prefiled," will provide advisory ratings by Motion Picture Division, State Education Department, of features "unacceptable" for viewing by school children not accompanied by parent, guardian, or authorized adult. Act, amending sections of Education Law, will also draw a tighter rein on the admission and seating of unaccompanied pupils, according to information here from usually reliable sources.

The Regents had listened to a 90-minute presentation, during a previous meeting in Albany, by Ralph Hetzel, acting president of MPAA; Mrs. Barbara G. Twyman, community relations director; and Miss Barbara Scott, attorney. The Board also received a written memorandum, and material—including packets on "The Green Sheet" from Film Estimate Board of National Organizations.

Edgar W. Couper, Chancellor of the Regents, promised at a press conference following that session that the Regents would "talk through" the MPAA arguments at the next meeting. Meanwhile, they would release no statement on film classification, Chancellor Couper said.

Originally, such a statement had been planned for distribution at the September confab. It was twice postponed—and again, after MPAA delegation personally "confronted" the Regents.

At the New York City conference further changes in phraseology were discussed by individual members (Board consists of 12 men and one woman). Education Department attorneys also participated. The proposed bill was given further study. Only a final check was to be made, before the pronouncement was released and the bill's contents were revealed.

If past statements were a criterion, Regents were expected to underline their concern "for the welfare of the youth of our State," who are the Board's particular "responsibility."

The 1965 film classification measure will differ from those presented at recommendation of Joint Legislative Committee on Offensive and Obscene Material, in 1962-3-4. Likewise, this year's compulsory classification proposal, which chairman Luigi R. Marano, Brooklyn Republican, sponsored at the request of Regents.

Public hearings on this bill were held in New York, Albany, and Rochester. MPAA and other industry groups voiced firm opposition by Mrs. Twyman. Attorney Charles J. Tobin, Jr., secretary of State Catholic Welfare Committee, read a brief statement endorsing the measure. Louis M. Pesce, director of Motion Picture Division, appeared for the Regents to answer questions by Joint Committee members on the licensing of films, the number denied seals, court decisions (especially by U. S. Supreme Court) on "obscenity" that Pesce explained made it necessary for Division to authorize the exhibition of nudist films, and other matters.



# 10 Major Films On Levine-Para. Production Slate For '65 Season

NEW YORK—Production activity in Joseph E. Levine's 23-picture agreement with Paramount Pictures will move into high gear in 1965, with 10 major productions already on the schedule through the end of the new year, it was announced jointly by Howard W. Koch, Paramount vice-president and studio head, and Levine, president of Embassy Pictures, at a luncheon press conference at the Hemisphere Club in New York.

Nine of the films, in the order of production starts, are "Harlow," which, following completion of all pre-production work and research, is now ready to go before the cameras at Paramount Studio in Hollywood; "The Idol," in February, in England; "The Sands of Kalahari," in March, in Africa and England; "Tropic of Cancer," early spring, in Hollywood and Paris; "Nevada Smith," early summer, in Hollywood; "The Oscar," summer, in Hollywood; "The Spy With The Cold Nose," fall, in England; "Will Adams," fall, in Japan and England; and "The Earth Shook—The Sky Burned," at the end of the year, in Hollywood.

The tenth film is "Dingaka," which has been completed and will be released in February.

"These ten films, coupled with the four that have already been completed, bring to 14 the number of productions that I have implemented with Paramount in the past 18 months," Levine said. "In the initial announcements of my deals with Paramount's president, George Weltner, I promised that all of my pictures would be the biggest and the best of their kind. I believe that this promise has been realized, and I intend to maintain this course by going full speed ahead on the remaining nine pictures in our agreement."

Top castings for two of the films set for next year were revealed by Koch and Levine. George Peppard, who starred for Levine in the record-breaking "The Carpetbaggers," has been signed for "The Sands of Kalahari." The leading role in "The Idol" has been assigned to actor-singer-composer Paul Anka.

Next pictures on the Levine-Embassy agenda, with advance preparations already underway, include "The Adventurers," "The War Horses," "When The Lion Feeds," "Isabel and Burton," "The Minister and the Choir Singer," "I Married A Psychiatrist," "Imperial Woman" and "To The Coral Strand."

Weltner, who labeled Levine a master showman, reported that he is willing to take on as many pictures as he can get from Levine because he knows what to make and how to sell the films. He refused to set a number that can be distributed by his company or to set financial limitations on the production of the pictures.

Levine reported that at least three of the mentioned program would be roadshows, "Will Adams," "Isabel and Burton," and "Imperial Woman." He expects that 1966-67 will see at least 15 features released through Paramount and possibly more. At present, he doesn't intend to abandon his own distribution company, Embassy Pictures, which turned out 11 features in 1963-64 besides those that were made for Paramount release. He thought that his busy schedule precluded his taking on any more properties, but he didn't say so positively. While he will try

## Academy Rules Now Allow Actors To Decide Category

**HOLLYWOOD**—A rules change permitting the actors branch to determine which performances qualify for nomination in the best acting or supporting player category has been approved by the board of governors of the Academy of Motion Picture Arts and Sciences.

Other minor changes, involving the short subjects and sound branches, were recommended by the Academy's Award's policy committee on rules and approved by the board.

Actors branch members hereafter will determine the appropriate classification of a performance by their nominations balloting, according to Arthur Freed, Academy president.

Freed explained that the revised rule, requested by the actors branch, specifies that performances by an actor or actress in any role shall be eligible for nomination for either award.

## Levine—Para. Sign Baker To New Seven Film Pact

NEW YORK—Carroll Baker has signed a new non-exclusive seven-picture agreement over six years with Joseph E. Levine and Paramount Pictures, it was announced jointly by Howard W. Koch, Paramount vice-president and studio and production head, and Levine, president of Embassy Pictures.

Celebrating the signing with a gala press luncheon for Miss Baker at the Four Seasons Restaurant in New York, Levine revealed that one of Miss Baker's films under the new pact will be "Tropic of Cancer" in the spring, based on Henry Miller's famous novel, to be filmed in Paris.

Under a previous agreement with Levine and Paramount, Miss Baker starred in this year's "The Carpetbaggers." Her first film under the new contract will be "Harlow," scheduled to go before the cameras at Paramount Studios in Hollywood in December. "Harlow" will be as big a grosser as "The Carpetbaggers," Levine predicted.

Miss Baker since September has been preparing herself for her transformation to Jean Harlow in the multi-million dollar film, which will be personally produced by Levine from Irving Shulman's best-selling book, "Harlow: An Intimate Biography." Gordon Douglas will direct.

Miss Baker and her husband, director Jack Garfein, have just returned to the United States from Europe, where the actress participated in extensive publicity interviews and personal appearances for both "Harlow" and "The Carpetbaggers."

to personally produce as many as he can besides "Harlow," he was not at all adverse to becoming executive producer and turning the films over to other competent talents. He would then concentrate on the packaging of the pictures.

## Ohio Film Council Protests Efforts To Weaken Code

COLUMBUS, O.—Purveyors of nudity and obscenity who are trying to liberalize the Production Code of the Motion Picture Association were attacked in a resolution approved by the Columbus and Franklin County Motion Picture Council.

The council went on record as opposed to "nudity in films, the glamorization and glorification of obscenity, depravity and degradation."

The council stated it is "resolved to combat and defeat the labors of those who seek to replace decency with obscenity, modesty with nudity, and wholesomeness with violence and depravity."

The council said increasing pressure is being exerted by groups interested in loosening up of the Production Code to permit nudity in films. The council added that "a widespread, organized assault is being made on fundamental decency in public and private entertainment."

Efforts of these groups can be counteracted and defeated, said the resolution, only by the united action of an aroused and vocal public.

Copies of the resolution were sent to council members of the Federation of Motion Picture Councils; Ralph Hetzel, acting president of MPA; Geoffrey Shurlock, administrator of the Production Code; Mrs. Margaret G. Twyman, director of community relations of MPA; Columbus Council of the Parent-Teacher Associations and Columbus Federation of Women's Clubs. The resolution concluded:

"We hope that these persons and organizations will join in our efforts to combat and defeat promoters of nudity and obscenity."

## N. C. Obscenity Committee Opposes Movie Mayhem

GASTONIA, N. C.—The sheriff's Committee on Obscenity, which has been directing its efforts to what is sold on the news stands, has announced that it is turning its attention to motion picture theatres, and a spokesman said that it may seek enactment of a bill during the 1965 session of the North Carolina State Legislature which would ban the showing of motion pictures portraying "acts of mayhem."

Carl J. Stewart, attorney on the committee, said he would propose that the Gaston County delegation introduce such a bill in the Legislature, which convenes in January, and that the committee will meet in December to consider the proposal.

He pointed out that although North Carolina has a law aimed at preventing the sale of obscene literature and "crime comics portraying mayhem," there is nothing in the general statutes pertaining to motion pictures.

"We (the committee) feel this is a real problem in Gaston County," he said. "The committee has not discussed this officially yet, but several members of the committee have attended several movies in the county this fall that fell in this category."

Stewart said before legislation is introduced, "we might discuss encouraging movie operators to refrain from showing these types of movies."

He said "operators are pretty free to show what they want though, since there are no laws on movies."



## Levine To Co- Produce O'Neill's "Hughie" On B'way

NEW YORK—Theatrical producer Theodore Mann and Joseph E. Levine announced that they have teamed to present on Broadway Jason Robards, Jr., in the United States premiere of Eugene O'Neill's "Hughie," to be directed by Jose Quintero.

The drama, dealing with innocence, gullibility, and the need to believe in a more exciting existence, is scheduled to open Dec. 22 at New York's Royale Theatre. Previews will begin on Dec. 16.

"Hughie," which had its world premiere in Sweden, in 1958, has never been performed in this country. Mrs. Eugene O'Neill, who heretofore had withheld American production rights, has given the producers permission to present the play, one of the last he wrote.

Mann and Levine, with the production of "Hughie," will offer a number of Broadway theatrical innovations.

Twelve performances will be presented weekly at the Royale, as against the normal Broadway schedule of eight. Performances are scheduled Tuesday, Wednesday, Thursday and Sunday nights at 9 p.m., and Friday and Saturday nights at 7:30 and 10:00 p.m. Matinees are scheduled for Wednesday at 2 p.m., Saturday at 2:30 p.m., and Sunday at 2:30 and 5 p.m.

Playgoers will also welcome another innovation—the price schedule set for "Hughie." As an answer to the hue and cry about the rising cost of the Broadway theatre, Mann and Levine have set a \$4 top on tickets for all performances but Friday and Saturday, when a \$4.95 top is scheduled.

## 7-Arts Gets AA Rights

NEW YORK—Seven Arts has concluded an agreement with Allied Artists Pictures Corporation for theatrical and television rights to 437 motion pictures produced through 1962, it was announced by Seven Arts president Eliot Hyman.

The agreement between the two companies gives to Seven Arts the distribution rights to the 437 motion pictures throughout the world with the exception of the United States and Canada.

The Allied Artists package, according to Hyman, will immediately be put into theatrical and television distribution by Seven Arts via its international sales force headed by Norman Katz, vice-president in charge of foreign operations.



Harold Graff, manager, Loew's Metropolitan, Brooklyn, N. Y., is congratulated by Loew's executive vice-president Bernard Myerson for having received first award in 20th-Fox's showmanship competition in connection with the N. Y. Showcase engagements of "What A Way To Go."

## The NEW YORK Scene

By Mel Konecoff

THE PRINCE OF FAWZ, sometimes known as Jim Moran, asked, "How about a bagel?" as he entered the hallowed area known as the board room at 20th Century-Fox, replete in burnoose and attendant garments worn by Arabian potentates, and saw us munching same with coffee. Moran, who has indulged in a number of noteworthy promotions over the years on behalf of films, was at hand to discuss the campaign for "John Goldfarb, Please Come Home," in which he as the Prince will play an important part.

Shortly after the conference and an appearance on the "Les Crane Show" on tv, he was off on a nationwide tour of principal cities which was to terminate on Dec. 23 after visits to radio and tv stations, newspapers, etc., with a harem of four girls, different in each city for variety's sake. Even the football field will be on the agenda (the climax of the film takes place on the football field) when he shows on the field during the N. Y. Jets-Houston Oilers game on Dec. 13 with the Fawzian team and a belly dancer during half time. The Hobby Association of America, incidentally, will tie in with the film not because of the belly dancing but because electric trains are a big thing with the cinematic royalty in the picture. There's also a paperback book by Fawcett, a four minute featurette on the picture, interview records with Peter Ustinov and Richard Crenna, etc., that will be pushed. There is also a tie-up with Lufthansa Airlines, which will take appropriate ads.

The Prince will also hand out survival kits as he goes along. These contain half a cigarette, a candle, a compass, borscht, sour cream, salami, matzoh, halvah (to have a halvah time), a viewer with a likeness of Shirley MacLaine therein, and chicken soup.

Moran lamented that in recent years there has been a decline in this type of stunt, pointing out that the various press departments have become more conservative, bypassing the old fashioned stunts. There is a lack of daring and imagination in the companies at present as well as a desire to stick to the staid. They're afraid to take a chance even though the time was never more ripe than right now for this type of thing, said the veteran publicist. Not only is it fun but it's also effective, and he expects to reach millions of people by the time he is through. They are ready and willing to accept this stunt, which is designed to complement the picture as compared to star interviews, which have a different function.

**BOOKING AND BUYING NOTE: IF ANY OF YOU THEATREMEN OUT THERE** have a product problem, leave us tell you what one exhibitor did about it. It seems that Louis K. Sher, who heads the Art Theatre Guild, a circuit of 29 theatres across the country, needed some product. The shortage has been made acute for the specialty houses by the commercial theatres taking over the imports as soon as they start to make some money. Then it's tough booking same. So he and the missus, while in Italy, decided to try and buy some pictures for the circuit. They were turned down and told that either they had to buy the rights for the U. S. and Canada or forget it. They wound up buying the 35mm, 16mm, and tv rights at a reasonable price, one which will be returned before they are finished playing the pictures in their own circuit.

Now Sher is a reasonable man, and he likes the pictures that he bought, so he is willing to share his good fortune with other exhibitors who would like to play the pictures. Involved are "0-0—Two Most Secret Agents" and "Escape From Sing Sing," two comedies starring a new team, Franco Franchi and Ciccio Ingrassia, with "Agents" being in color. The third film is a drama, "No Divorce," with Ugo Tognazzi and Annie Girardot. There is a fourth, which he's not talking about, stating that this will really surprise everybody. He noted that many distributors had bypassed the pictures, but he thought they had merit.

We have a hunch that he wouldn't mind a distributor stepping in and taking over as he expressed no desire to get into regular distribution. He expects to start playing them off late in February. Circuit vice-president Saul Shiffrin didn't mind the prospect of going into distribution as well as running the theatres. You get such good terms that way.

We inquired how is the art theatre business, and he replied, "We're scratching." Theatres in France weren't doing too well with much of the local product, and Italy too had its moments of inactivity. They did find that the big commercial American pictures that were doing well here were also doing business abroad.

THE METROPOLITAN SCENE: UA sending out cute lip-shaped pins with the notations thereon reading "Kuss Mich Dummkopf," "Besame Estupido," "Beija Me Idiota," "Embrasse Moi Idiot," "Baciame Stupido," all of which means "Kiss Me, Stupid" is coming . . . Elmo Williams touting "Zorba The Greek" from London . . . Embassy Pictures featuring as part of its music campaign on "Hooray For Santa Claus" a recording of trumpeter Al Hirt playing "Hooray For Santa Claus" from the film . . . Lorraine Carbons in with the first of the season's greetings. . . . Aside to Sperie Perakos: Your good wishes finally caught up with us for which we thank you. . . . Columbia's statement to stockholders makes the news all the more pleasant because it in itself is a fine production.

## Reade Ups Schuman

NEW YORK—Edward Schuman, head film buyer for Walter Reade-Sterling, Inc.'s New York and Long Island theatres, will assume full responsibility for buying product for all the circuit's theatres in New Jersey and upstate New York as well, it was announced by Sheldon Gunsberg, executive vice-president.

## De Silva To Ashley Famous

HOLLYWOOD—Agent David DeSilva has exited GAC and joins Ashley Famous, working in the motion picture and theatre departments. DeSilva has been with GAC for three years—two in New York, and one on the coast—and prior to that was Otto Preminger's assistant on the filming of "Advise and Consent."



# LONDON Observations

By Jock MacGregor

IT HAS BEEN A BIG WEEK FOR THE INDUSTRY; TWO NEW CINEMAS HAVE opened. Each represents the latest and best in design, furnishings and equipment and can handle 35 and 70mm presentations. In keeping with the times, greater consideration has been given to comfort, leg room and sight lines, than seating capacity. Bill Cartlidge took a party of stars, headed by Richard Attenborough (a strong contender for Oscar awards this year for his performances in "Guns at Batasi," "Seance on a Wet Afternoon" and "Third Secret") executives and the trade press to Middlesborough to launch the ABC. To avoid building regulation complications, the original stone frontage was retained, but the rest of the 41 year old theatre was completely gutted.

In its place ABC's staff architect Jack Foster has created an auditorium in which the ceiling, floor and beautifully curtained walls sweep in to frame the screen (45 ft. x 20 ft. for 70mm—28 ft. x 16 ft. for wide screen) in the surprisingly short period of 5 months. The opening, which was in aid of Oxfam and the local cancer research committee, was handled by the Mayor of this 150,000 population town and the 1,223 capacity audience heartily applauded his admiration for ABC's enterprise in providing so fine a theatre. C. S. Watson is manager and the opening attraction was Elvis Presley's "Roustabout." The first roadshow will be John Ford's "Cheyenne Autumn."

AT BIRMINGHAM, THE CAPITOL OF THE MIDLANDS, MICHAEL KLINGER AND Tony Tenser of the go-ahead Compton exhibition, production and distribution group, celebrated their fourth anniversary by opening their first provincial theatre, the 650 seater Scala Superama. Though the old Scala was on the island site, the new house is a part of a major development and in a new position. The bright marquee dominates a busy corner. From the sophisticated foyer, a short stairway leads down to the auditorium. On entering, one is immediately struck by the exceptionally steep angle of the seating. The second surprise comes with the opening of the tabs; the screen is claimed to be the largest in relation to auditorium. After a welcome by Michael Klinger and the introduction of stars by exploiter Graham Whitworth, the Lord Mayor conducted the official opening ceremony. He congratulated the promoters on their initiative and recalled how when a predecessor opened a cinema they thought they were to see a new era in production and had ever since seen a "lot of bosoms and bottoms." He hoped that they would put on first class entertainment as it is needed. His wish was answered. The opening picture was "Lord of the Flies" and here a ridiculous situation has arisen. This film, which has been given an "X-Adults only" certificate by the censor, has been banned by the Birmingham Sunday Films Committee for showing in the City on the Sabbath. And who sits on this precious committee? Exhibitors! At the ensuing supper party guests were not only amazed at the decision but disgusted. Mind you the enormous press and tv censure on the committee could mean a lot of extra patrons on weekdays. John Avery is manager. The next program will be a second run road show of "Roman Empire."

IT HAS BEEN A BIG WEEK FOR KENNETH RIVE, AGGRESSIVE HEAD OF THE Gala production, exhibition, distribution group which has made a big corner in the foreign language market. He has been elected the Variety Club of Great Britain's Chief Barker for 1965, and from the handout I learned that he entered show business at four as a child actor in prewar films, so with revised thinking on films on tv, we may be seeing him on the small screen. He also hosted a Dorchester party for Claudia Cardinale and Jean Sorel, as once again Columbia has paid him a fine compliment. Mr. Rothman believes he is better geared than they to handle such foreign language productions in this market and, in consequence, Luchino Visconti's "Of These 1000 Pleasures," which they star, goes out under his banner. Claudia had dressed in a stunning pink creation for her press encounter and was in strong contrast to the next actress I was to meet, Françoise Dorléac, who is here to star with David Niven in MGM's "Passport to Oblivion." She wore sweater, black slacks and high boots but looked pretty good. Filming in Panavision and color under director Val Guest has started in Lebanon.

IT HAS BEEN A BIG WEEK FOR COLUMBIA'S PUBLICITY DIRECTOR, PAT Williamson, who has been also appointed sales director and a director of BLC Films by Mo Rothman. Sorry as we all are that ill health has forced that charmer Eddie Bryson to resign, one must rejoice for 35 year old Pat who joined Columbia's publicity department direct from school. Not only is the appointment well merited, but it should give a terrific fillip to publicists generally, for in too many companies they do not have the rank and authority that the job needs.

It has been a big week for Benny Fisz. I rarely mention a picture until it is in production as there is no space for pipe dreams or flattering egos. Early in the year I made an exception when I lunched with Benny and he told me about "Unknown Battle." It all seemed so firm despite some casting problems but there was trouble with a backer; then the snows so essential to the story began to melt faster than new finance was forthcoming. Now as "Heroes of Telemark" it has become a joint Rank-Columbia venture and at a Dorchester party, Benny presented director Anthony Mann and his stars, Kirk Douglas, Sir Michael Redgrave and Richard Harris, before they left for Norway to film at the heavy water installations which were the keynote to Nazi atomic research. The snow is now falling fast. . . . It has also been a big week for former distributor and UA production executive Kurt Unger, who passed through London on route to Hollywood where finishing touches are being made on his first picture, "Judith," which tells the Bible story against a background of Israel's fight for independence and stars Sophia Loren and Peter Finch.



Elmo Williams, European production head for 20th Century-Fox, is seen in his London office as the "salute to the studio week," Dec. 28-Jan. 3, was planned by the international organization.

## Community Relations Post To Miss Christopherson

NEW YORK—Helen Christopherson has been appointed an associate in the Motion Picture Association of America's community relations department, it was announced by Margaret G. Twyman, director of the department.

Miss Christopherson comes to her new post with an extensive background of working with community organizations. She formerly handled public relations for the International Social Service in New York and was a general program consultant for The Association of the Junior Leagues of America. Her experience in the publications field includes that of writing and editing for Croft Publications which supplies a wide range of educational services to school systems in the United States and Canada. She also wrote and edited publications for the American Red Cross in Washington, D. C.

Miss Christopherson will work closely with Mrs. Twyman in developing program materials. At present she is preparing a program about motion pictures for the General Federation of Women's Clubs' 15,500 member organizations.

## Six Entertainment Leaders Honored By Federation

NEW YORK—A tribute to six prime movers in the entertainment field will highlight the Federation of Jewish Philanthropies' Entertainment Division luncheon today (Dec. 9) at the Hotel Pierre.

Chairman Burton E. Robbins and Herbert I. Rosenthal announced that the industry group, formed through a merger of Federation's amusement division and broadcasting-tv division, will honor Emanuel X. Frisch (Randforce Circuit), Mark Goodson and William S. Todman, Nat Lefkowitz (William Morris Agency), David Merrick, and Jule Styne.

A special award will be presented to Himan Brown, producer of Federation's "Stars Salute."

Associate chairmen of the industry drive to aid the 116 health and social welfare agencies of Federation are Harold M. Austin, Richard Brandt, Leo Jaffe, Martin Levine, Lawrence W. Lowman, David V. Picker, E. David Rosen, Samuel Rosen, Stanley Schneider, and Robert B. Sour.



## THE PUBLIC GETS ONLY WHAT IT SUPPORTS

ONE SOMETIMES GETS the impression from official statements by agencies of the Catholic Church that they alone are concerned with decency and morality while the rest of the world is content to wallow in moral decay.

This is especially true in Catholic references to the motion picture industry. Recently, the Legion of Decency's annual report was presented to U. S. Bishops attending the Second Vatican Council in Rome by Archbishop John J. Krol of Philadelphia, chairman of the Episcopal Committee for Motion Pictures, Radio and Television.

MOTION PICTURE EXHIBITOR has always supported the aims of the Legion of Decency. We share the Legion's concern for the welfare of the nation's young people. If we have had a quarrel with them in the past, it has been an honest disagreement about whether the Legion and Catholics generally do all they can to support good film entertainment while they are attacking films of questionable taste and quality.

The latest Legion report condemns "moral brinkmanship," which it finds in a decrease of so-called family fare and an increase in "objectionable" films. They cite the fact that there were more "B" and "C" features reviewed in the past year, while admitting that none of the "C" films have Production Code seals or came from major companies.

We are not quarreling with the Legion's figures. They have a right and an obligation to judge films as they see fit. We also agree with them that motion picture production is as much a commercial enterprise as it is anything else. Let the Catholic Church support family films with their patronage as well as their words, and see how quickly the number of family films available will increase. As long as the Church accents the negative, film makers will continue to concentrate on the kind of product that people are willing to pay to see. This is simply an economic fact of life.

Naturally, Catholic newspapers had another field day with the Legion report. After all, it gave them a chance to flog their favorite whipping boy again, with dark discussions of "disturbing trends" and "deplorable practices." In Philadelphia, the Catholic Standard and Times editorialized under the snide headline, "Let's Go to the Movies—Or Should We?" Gentleman, we have news for you. Judging from the way the family films you want so much die at the boxoffice—if you are going to the movies at all, you must be going to the ones you deplore.

The Standard and Times editorial also attacks films in the Legion's A-3 (unobjectionable for adults) and A-4 (adults with reservations) categories. If these too are no good, then why continue the categories? Why not consider everything not made by Disney objectionable?

The motion picture industry isn't asking for any favoritism from the Catholic Church. It does expect fair treatment. It has a right to be judged by men that know something about what they are judging. When Archbishop Krol, who heads the Episcopal Committee for Motion Pictures, Radio and Television, came to Philadelphia, MOTION PICTURE EXHIBITOR contacted him. We offered to arrange screenings of any and all films for him at his convenience and in his own screening room. His assistant informed us curtly that the Archbishop had no interest in seeing any motion pictures; that he doesn't patronize motion pictures; and that he also did not look at television. Well good for the Archbishop. However, when one realizes that this is the man who heads the Catholic Church's official agency in charge of these media of entertainment and communications, the whole situation takes on a comic-opera element of madness. Archbishop Krol may be suited for many jobs, but he is not equipped to judge motion pictures.

We have no desire to engage in a debate with the Catholic Church. However, we are a publication devoted to the interests of theatremen everywhere, and we resent seeing them arbitrarily slapped across the face every time a moralist wants a headline.

The motion picture industry is composed of family men who love their industry and serve their communities with honor and distinction. It has its bad apples, but don't judge the entire breed by them. Let the Church set up picket lines in front of theatres showing objectionable films. Let them protest as much as they want. Let them also expend equal effort to support the great part of this industry that is worthwhile.

Recently, the Legion of Decency went out of its way to say nice things about "Mary Poppins" and "My Fair Lady." Thanks a lot, fellows, but neither of these films needs your recommendation. Many fine family films do, however, and they are the ones that wither and die because you and others ignore them.

There is no conspiracy to keep family features off the screens. If there is a conspiracy, it is a public conspiracy to make them so unprofitable that only a fool would produce them.

Back up your shining words with your boxoffice dollars. That's all it takes to stimulate production of the kind of motion pictures you say you want. Until that time, the motion picture industry has every right to hit back when attacked.

—JAY EMANUEL

## ALBANY

Joe Sherman, of Fair Haven, Vt., relighted the Star in the village of Salem, which had been dark for seven or eight years. Long conducted by Vivian Sweet, the house is on a part-time schedule under the new management. Sherman also operates Aust's Open-Air, Glens Falls; the Whitehall Drive-In, Whitehall; Capitol, Whitehall; and the State, Mechanicville. . . . Dan Houlihan, Paramount Buffalo manager, visited the Albany sub-branch. . . . The 20th Century-Fox local office is now located in the former Allied Artists quarters on the second floor of RTA Building, 991 Broadway. . . . Fabian's Palace had a one-day showing of "Macbeth" with students admitted for 90 cents at the matinee. . . . Stanley Warner Strand booked the Burton Holmes' travelogue "Fabulous Spain" for Dec. 8. . . . The Hellman tied in with adjacent Hellman Thruway Motor Inn for a Thanksgiving dinner and showing of "Mediterranean Holiday" at \$3.75 with the combination limited to 400 reservations.

## ATLANTA

Muscogee TV Cablevision Company and Chattahoochee Valley Cable Company are awaiting final decision by the City Commission on an ordinance which would grant either company non-exclusive rights to operate a cable tv system in Columbus, Ga. The ordinance would be for 25 years and would pay three per cent of gross receipts exclusive of installation charges. . . . WOMPI members had charge of registrations at the convention of theatre owners from Georgia, Alabama and Tennessee at the Atlanta Americana Motor Hotel. Over 500 delegates and guests attended the largest gathering of this group in its 16-years history. . . . The Atlanta WOMPI welcomed three new members: Sara Madden, United Artists' cashier; Carol Clark, secretary-booker at Georgia Theatres; and Barbara Reese, booker at Warner Brothers. . . . Allied Artists southern division manager J. E. Hobbs was on a trip to Charlotte. . . . Jeanie Wade has been added to the staff at Martin Theatres' headquarters here. . . .

**More  
light  
+  
slower burn=  
lower costs**

**NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**



Judge Preston Battle, Memphis, Tenn., has dismissed charges against Cecil W. Sherwood, manager, Ritz, Memphis, Tenn., and projectionist William M. Majors for showing an alleged obscene picture. The dismissal was a result of the Tennessee Supreme Court's recent decision which held that the state obscenity law was unconstitutional.

## BOSTON

E. M. Loew Theatres opened their newest theatre in Worcester, Mass., a 425-seat hardtop, named the Philip's Theatre. The new theatre is completely air-conditioned, new seats, new sound, and all new interior. Attending the private opening, all from Boston, were Herb Schaeffer, Buena Vista; Dick Owens, buyer and booker for E. M. Loew Theatres; Tom O'Brien, branch manager, Saul Simons, and Harry Rogovin, Columbia Pictures; Mr. and Mrs. Al Levy, 20th Century-Fox branch manager; and Ben Bechick, MGM branch manager.

Alterations will be made to the Circle Theatre, last built of the big theatres in metropolitan Boston, which has been sold by American Theatres Corp. to Redstone Theatres of Boston. A new lobby, new sound and projection equipment, and larger seats in the auditorium are planned. Work will start within a few months, and the theatre will remain open during renovation. The Circle is Redstone's first conventional film house in Boston. Other Redstone local properties include the Revere, Suffolk Downs, Neponset, VFW Parkway, and Dedham drive-ins.

Producer Jack Le Vien came in for a press luncheon at the Harvard Club, hosted by Viola Berlin, Exeter Street, where "The Finest Hours" was playing. Le Vien, who was escorted to radio, tv, and press interviews by Jack Markle, exploitation chief, Columbia, told how he had discovered a process of dyeing old film used in medical photography and had adapted it to motion pictures. Le Vien did two television shows and eight radio shows during his Boston stay, part of a tour for Columbia, which has taken him all over the world. . . . Columbia Pictures went all out here for promotion of "First Men In the Moon," which opened in the Mayflower, downtown Boston, and 100 theatres day and date in New England. John Markle, Columbia exploitation head in Boston, set up a tv contest with giveaways of telescopes, an aerial display with planes carrying banners and smoke signs, plus 20,000 tabloid newspapers, and book tie-ups.

## BUFFALO

A "full house" of Barkers and Barkerettes attended the testimonial dinner honoring James J. Hayes, international convention chairman, past chief barker, and manager of the Cinema theatre, staged by Tent 7, Variety Club of Buffalo. The capacity of the headquarters was taxed as many members, including a representation of the Women's League, turned out to honor Jim for his untiring efforts in behalf of Variety. Thomas W. Fenno, 1964 chief barker and dinner chairman presided. Among those on the dais was Tony Kolinski, newly elected 1965 chief barker, who also was flooded with congratulations. . . . Jerry Lewis' "The Disorderly Orderly," has been booked as the Christmas attraction at the Abbott, Bailey, and Riviera (North Tonawanda), and the West Twin drive-in. . . . Joe Garvey got some good publicity for "My Fair Lady," when he arranged for Mayor Chester Kowal to purchase the first two tickets for the



Jack J. Fitzgibbons, center, second assistant international chief barker, Variety Club, Toronto, joins Thomas W. Fenno, left, 1964 chief barker, Buffalo Variety Club, in congratulating Anthony W. Kolinski on his selection as 1965 chief barker of Tent 7, Buffalo.

western New York premiere of the WB production on Dec. 23 in the deluxe Schine suburbia house. Local newspapers used a shot of Hizzoner purchasing the ducats from 1964 chief barker Tom Fenno of the Variety Club, which is sponsoring the premiere, as Garvey looked on approvingly. . . . Jack Allen, radio and tv editor of the Buffalo Courier-Express, advised his readers to prod Congress to permit the release in this country of the U. S. Information Agency documentary film on the late President Kennedy. "It's ironic," said Jack, "that this documentary, one of the best on the subject of Kennedy, is among other well-done films which cannot be distributed in the United States or released to U. S. television. The film, 'John F. Kennedy: Years of Lightning, Day of Drums,' is a powerful one, stirring and beautifully done."

## CHARLOTTE

E. Carrington Smith, manager, Carolina, Chapel Hill, N. C., has been named to direct the Orange County 1965 March of Dimes in January. He has directed the county-wide drive since its beginning 26 years ago. . . . Four Negroes arrested on trespass charges in connection with racial incidents at a motion picture theatre and two restaurants at Dunn, N. C., prior to enactment of the Civil Rights Act, asked U. S. District Court in Raleigh to dismiss the charges pending in the state courts. They were charged with trespassing or aiding and abetting trespassing, in connection with attempts to racially integrate the Dunn, Dunn, and to get service at the restaurants. They contend they were arrested only because of their "race and color" and said their arrests now "are expressly prohibited by the Civil Rights Act of 1964." . . . Most Charlotte, N. C., drive-ins went on a winter schedule Dec. 1, opening only on Friday, Saturday, and Sunday nights. The new schedule will remain in effect until about mid-March, although the drive-ins will be open every night in the weeks of Christmas and New Year's. L. L. Theimer, who heads Piedmont Bookings and Promotion, said this is the first winter in a number of years that the drive-ins have operated on a curtailed schedule. He said full-scale operation during the winter is unprofitable for most theatres because of the weather. Theimer said the Queen Drive-In here is not joining in the curtailed operations plan but will continue to operate every night of the week. . . . Actor Sidney Blackmer, native of Salisbury, N. C., was dubbed a duke in the Royal Society, Knights of Carousel, Charlotte, N. C.,

during a ceremony as part of its annual ball. He joins 28 other nationally prominent men dubbed in previous years.

## CHICAGO

George Waddell, retired executive of Cracker Jack Company, died after an extended illness. . . . General Cinema Circuit's 66 Drive-In is celebrating its 16th anniversary of operation. Jack Springer is division manager of the General Cinema Circuit, and James Streich is theatre manager. . . . B and K's new 1,200 seat hardtop in Oakbrook, Ill., will be open for public inspection Dec. 19-20 and will be formally open for patrons on Christmas Day. The house will feature many new innovations, including rocking-chair seats. Parking space will also be provided. The Oakbrook is the first theatre to be built by Balaban and Katz in 25 years. . . . Gene Barr has joined publicity department of United Artists exchange, headed by Wally Heim. . . . Hugh Hefner, owner of Chicago's Playboy theatre and club, plans to build an amusement resort at Lake Geneva, Wisc., on a 400 acre tract his company owns there. An 18-hole golf course will be added to the resort at a later date. . . . Sam Levinson, owner of Chicago Theatre Chair Company, passed away. His survivors include his wife, two married daughters. . . . Joseph N. Small, formerly employed for 45 years by Balaban and Katz and member of the Movie Picture Operators' Union, passed away. . . . American Seating Company reports earnings of \$1.70 per share for nine months ending Sept. 30, compared to \$1.50 for the same period in 1963. . . . Wilding Studios, founded by Norman Wilding in Chicago, are celebrating their 50th anniversary this year. The organization has taken 80 per cent interest in Don Fedderman Productions of Hollywood this month. . . . Michael Todd, Jr., will open the 20th-Fox film, "Sound of Music" at the Michael Todd on March 17. The film will be shown on a reserved seat basis. . . . "Father Goose" will open Christmas Day at the Woods. Leslie Caron, co-star in the film, headed the State Street Council's Holiday Parade and boosted the film. . . . Bell and Howell, Inc., earned 39 cents per common share for their third quarter ending Sept. 30, as compared to 29 cents for the same period last year. . . . Richard Howard, Indianapolis, was elected president of NAMA vending and concession group. . . . Ted Boisemau named to managerial staff of Balaban and Katz. . . . Women's Variety Club held a party for members and friends in Variety's club rooms at Pick-Congress Hotel. Champagne was served in honor of birthdays and anniversaries celebrated in November. . . . Fred A. Niles Communications Centers produced a film for the Department of Defense entitled "Code of Conduct." Niles' director Don Lawrence used a shooting crew composed entirely of Filipino technicians. The film, 35mm black and white, will become a part of DOD's continuing education program for U. S. servicemen, showing what they may expect if captured by Communist forces, according to the Niles report. Dave Wallerstein, B and K president, has announced the appointment of veteran B and K showman Harry Odendahl as managing director of the circuit's new Oakbrook, Ill., theatre. . . . Varsity, Evanston, Ill., played host to children at a Christmas party the morning of Nov. 27. Admission to the film program was free and gifts of candy were distributed. The Varsity management has treated children to a Christmas program throughout the years. . . . Harper theatre has been completely remodeled.



## CINCINNATI

Congratulations and best wishes are extended to the Chakeres Theatres Co. for its Southland-75, Dayton, O. The deluxe 1,400-car Southland-75 is managed by Leon Catte, formerly manager of Oakley Drive-In, Cincinnati. Chakeres now owns and operates 14 drive-ins and 25 roofed theatres in the Ohio-Kentucky area. . . . Frank Weitzel and Stuart Fine are the new operators of the Nicholas, Nicholasville, Ky. The house, formerly operated by Charles Behlen, will reopen after refurbishing in time for the Christmas season. . . . Minnie Dwyer, Celina, O., exhibitor, is recuperating nicely following surgery at the Gibbons Hospital. During her convalescence, her sister, Nell Ruhl, is to manage the Celina. . . . John Campbell, having completed his military duties, has returned to the Chakeres Lobby Shoppe, Springfield, O. . . . Thanksgiving Day holiday specials included the annual children's matinees at the Esquire and Hyde Park, and a benefit show for the "Neediest Kids of All" fund, sponsored by WKRC-TV and the Enquirer at Keiths. . . . John Tabor, manager, Chakeres' State, Greenville, O., has reported the "merchant turkey night" promotion as being very successful. . . . Sympathy is extended to the family of Glenn E. Goens, 75, who died at Veterans Hospital. Goens, before his retirement, was with the States Film Service Co.

## COLUMBUS, O.

Whitehall city council approved a change in the suburb's zoning laws which will permit construction of the \$500,000 Cinema East deluxe first run theatre on E. Broad street near Town and Country shopping center. Charles Sugarman will operate the new 1000-seat house. . . . Robert Little, San Francisco representative of the Art Theatre Guild, was a recent local visitor. Little formerly was general manager of the World and Bexley, ATG houses here. . . . RKO Grand will open a return run of "It's a Mad, Mad, Mad, Mad World" on Dec. 23. . . . Mrs. Ethel Miles reports that the Scioto Drive-In will continue in operation. If the Upper Arlington City Council rezones the property, the lease will continue, and the theatre will relocate. If there is no zoning change, it will be business as usual. In any, event, the theatre is in business and will stay in business.

## DALLAS

Sumner M. Redstone, president of Theatre Owners of America, will speak at the Feb. 24 session of the 1965 Texas D-I Theatre Owners Association convention to be held here, according to Bill W. Slaughter, convention chairman. . . . Interstate Theatres broke ground last week for the new \$350,000 Westwood in Richardson's Westwood Shopping Centre. Taking part in the ceremonies were John Q. Adams, Interstate; Raymond Willie, vice-president and general manager, Interstate; W. E. Mitchell, vice-president and general manager, Texas Consolidated Theatres; Herbert Ryan, mayor of Richardson; and David Kaplan, president of the Chamber of Commerce. . . . "The American Wife" is being filmed at Love Field by an Italian concern, Sancro Films. The Italian film will be dubbed in English when shown in this country. Scenes are being shot aboard an American Airlines DC-7. Featured roles are being taken by Ugo Tognazzi and Graziella Granata. Producer is Henryk Chroszczicki. There are a number of

local actors in non-speaking roles appearing in the film. . . . The Dallas Variety Club raised \$8,000 as sponsor of the premiere performance of "My Fair Lady" at the Tower. . . . Earl Podolnick, president of Trans-Texas Theatres, completed arrangements in a meeting here with Milton Cohen of New York, representing Cinerama, producer George Stevens, and United Artists for the showing of "The Greatest Story Ever Told," opening next March 18 at the Capri here. . . . The local new quarters of Metro-Goldwyn-Mayer is being completed and will be available early in December in the Tower Petroleum Bldg. . . . James O. Cherry, city manager, Interstate Theatres, has started the traditional sale of gift books. The sale is circuit wide in the 26 Texas cities in which Interstate operates its 80 theatres. . . . Maryon Hudgins, manager, Capri, received a \$1,000 cash prize for the theatre whose seating capacity was more than 1,000 persons, and Buster Scott, 25th Street, Waco, won the \$1,000 prize for theatres less than 1,000 in the contest conducted for "Barabbas." In addition, each member of the staff of each theatre received a week's salary as prize.

## DENVER

Bill Ramsey, who has been the manager of the Festival (formerly the Ritz), has resigned. . . . A Christmas opening is hoped for the new 700 seat Arvada Plaza, by its builders, Colorado Amusement Corporation, of which Joe Stone, former National Theatre Supply manager, is one of the principals. . . . Cheryl Sweeten, 1964's Miss Colorado, returned to Denver recently for publicity interviews in connection with her first motion picture, "Pajama Party," which opened in Denver. Cheryl is the daughter of Bob Sweeten, former theatre manager here and now associated with the Fox General Theatres office in California. . . . An addition to his Movie Manor Motel is being erected by George Kelloff, who owns the Star Drive-In, Monte Vista, Colo. . . . News from Albuquerque, N. M., says that Carl Halberg, Route 25 Drive-In there, is taking a position with the Sheriff's Department. . . . Another note of interest from that fast growing southwest city is that Albuquerque's new Cinema East is nearing completion, and Jay O'Malin and J. C. West are planning on a December opening. . . . Joe Kaitz, Denver's Warner Brothers office, and Jerry Brown, of that company's Salt Lake City branch, have been traveling the southern territory. . . . Recarpeting and redraping of the Nile, Mitchell, Nebr., has just been completed by John and Margaret Burdon. . . . Silco, Silver City, N. M., is to become a furniture store.

## DETROIT

Former, about-to-be exhibitor, and owner of the Translux Krim, Sol Krim, has departed for Italy. There he expects to purchase cars for himself and brother Mac in Hollywood. Krim is also hoping to acquire U. S. rights to foreign attractions. . . . The Variety situation in Detroit is beside itself. Recently, Jack Zide was reelected chief bark-er of Variety Club of Detroit, Tent 5, and now his wife, Sylvia, was made future president of the Women of Variety. Other officials to take office or reelected beginning with 1965 are Mrs. Irene Chargot Bien, vice-president; Mrs. Albert Burrows, recording secretary; Mrs. Arthur Herzog Jr., corresponding secretary; Mrs. Edward Susse, treasurer; and Mrs. Irving Belinsky, Mrs. Harry Berman, and Mrs. Frances Nicholson, board members. Jack Zide hasn't missed a Variety convention since

he joined Tent 16 in Omaha over 25 years ago. In the 1950's he served two terms here as CB, began his third this year, and will once again be a holdover.

## HOUSTON

Sal Mineo is scheduled to come to Houston on Dec. 13 on a promotional visit in behalf of John Ford's "Cheyenne Autumn," scheduled to open at the Windsor Cinema on Dec. 20. The Latonka (Indian) Dancers are scheduled to perform at the Windsor on Dec. 22. . . . Longtime showman Eddie Bremer, who sold the first Interstate Circuit Christmas gift book in 1948, was in the boxoffice of the Majestic on Thanksgiving Day when Interstate began the sale of this season's gift ticket books. Bremer, manager of the Majestic for many years, is now in semi-retirement, but comes to the Majestic daily. . . . Two showings at 10 a.m. and 12 noon were held for two days of "Santa Claus Conquers the Martians" with admission at 50 cents at the Capitan, Garden Oaks, Granada, Jensen, North Main, Park, Santa Rosa, and Village. . . . Bill White, the "living corpse," remains buried alive at the King Center D-I for 24 days as of Nov. 29 and is out to break his own record of some 43 days. . . . The Federal Communications Commission has on file an application for a television station made by Warner Bros. Pictures, Inc., Houston. . . . Interstate has started the sale of its gift book coupons at its local theatres in four denominations, good for admission at any time and any Interstate theatre anywhere in the state.

## JACKSONVILLE

Louis J. Finske, president of Florida State Theatres, presided at the opening session of the 48th annual gathering of the Florida State Chamber of Commerce at the George Washington Hotel to project Florida's growth and development for the next 10 years in the fields of business, industry, and education. Finske also served as chairman of the program committee which brought to the important sessions many of the nation's top-ranking industrial, legal, and educational leaders to deliver talks concerning Florida's future growth and development. At the group's final session, Finske was named a director at large of the State Chamber. . . . Brochures of information concerning the attractions of FST's Silver Springs and Weeki Wachee entertainment complexes are being enclosed as a free service in the many thousands of boxes of gift citrus fruits which are shipped annually to all parts of the United States and Canada by a local firm, the Walter Hawkins Fruit Co. . . . Frederick H. Kent, Jr., an active Florida exhibitor and son of the president of Kent Theatres, has been elected president of Duval County Speech and Hearing Center, a non-profit community service which offers training in speech and hearing to children and adults regardless of their ability to pay. Kent announced that a new \$35,000 facility is being constructed to house the center. . . . Capt. Kenneth L. "Skipper" Barrett, Jr., son of the Florida State Theatres traveling auditor, who recently returned here on a brief furlough after a year's hazardous tour of duty in Viet Nam where he was decorated by the U. S. Air Force in recognition of his many dangerous aerial missions in training Vietnamese airmen for combat duty, left for a three-year tour of duty in Japan. . . . WOMPI members receiving special attention and honors for birthdays coming up in December are Edna Edwards, FST home office; Doris Posten,



United Artists; Mamie Newman, Columbia; and president Kitty Dowell, MGM.

## MIAMI, FLA.

Bea Brower, former theatre cashier and wife of Bob Brower, manager, Palm Springs, has had a "one-man" show of her paintings at the Mayfair Art Theatre gallery and also at the Parkway Theatre Art Gallery. . . . Gordon Spradley, Miami, and Frank Maury, Miracle, are among new Crew of Tent 33, Miami Variety Club. They will be installed Jan. 16 at the Deauville Hotel. James Carreras, international chief barker, will be a special guest. Dec. 10 will be the time of a special banquet honoring 13 past chief barkers of the Tent. Dinner will be held at the Variety Children's Hospital and plaques will be presented to the honorees. Women's committee of Tent 33 will hold its annual formal fund raising party Jan. 30. . . . As Pat Boone briefly paused in Miami en route to Puerto Rico for the premiere showing of "Goodbye Charlie," he made arrangements with Jack Mitchell, Wometco publicity director, for a contribution of clothing worn by Boone, Tony Curtis, and Debbie Reynolds in the film, to be auctioned off in December by local radio personality "Charlie" Murdock, for the benefit of the Variety Children's Hospital. Murdock will fly to the coast to pick up the clothing, following a "Goodbye Charlie" party to be given

here, and will conduct the auction upon his return.

## MEMPHIS

Fred P. Gattas, succeeded Bailey Prichard as chief barker of the local Variety Club. Other officers are Eli H. Arkin, first assistant barker; Fordyce J. Kaiser, second assistant barker; W. Watson Davis, property master; and George T. Overton, dough guy. The local chapter supports the Variety Children's Heart Institute. . . . Starlite Drive In, Gassville, Ark., closed for the season and Cherokee Drive In, Cherokee, Ala., has closed. . . . Loew's State had a special late show on Thanksgiving Eve. "Pajama Party" was shown at the midnight offering. . . . The reaction to the new 880-seat Paramount Theatre in suburban Memphis is that it is a show in itself. The gold draped walls, plushly upholstered rocking chair seats, spaced 42 inches apart, and the luxurious powder room made the ladies attending on opening night feel like stars. Paramount-Gulf, owners of the house with equipment capable of projecting any size or type of film—opened with "Send Me No Flowers." Out-of-town guests for the opening included Paramount Gulf's president, Kermit Carr, and secretary, T. J. Howell, both of New Orleans; Sam Clark, of New York, general manager of all Paramount-affiliated theatres; and Walter Armbruster, of Dallas, divisional sales manager for Universal Pictures. City Commissioner Claude Armour, representing the City of Memphis, was present and photographed for the daily morning paper. He was shown receiving the VIP treatment from two pretty Paramount usherettes. Lloyd Bailey is manager and Miss Elizabeth Coley is assistant manager of the theatre which has a staff of nineteen. Customers buy tokens instead of tickets, then drop these into turnstile slots which replace the doormen in the entrance of the theatre. Usherettes show patrons to their seats. Projectors are convertible from either 35 to 70-millimeter film, and the house has the first mid-south installation of stereophonic, all-transistor sound.

## NEW HAVEN-HARTFORD

In Woonsocket, R. I., the Rustic Drive-In ran an "Appreciation Program," consisting of three revivals, offering free admission to all drivers presenting a copy of the newspaper ad at the boxoffice. . . . Police Superintendent Joseph Walsh reported that his office is being flooded with letters from residents of metropolitan Bridgeport praising his decision to close down theatres showing obscene motion pictures. . . . New Haven's Howard Spodick, manager, West End, Bridgeport, was fined \$100 by Circuit Court Judge Archibald Tunik on a charge of violating a Bridgeport ordinance concerning indecent films. Spodick was arrested by Police Superintendent Joseph A. Walsh after showing "Surfside 77." . . .

The Catholic War Veterans of Connecticut have launched a campaign aimed at elimination of objectionable motion pictures and literature in the state. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Association, has booked Connecticut premiere of Universal's "Father Goose" for exclusive engagement, beginning Dec. 25, at the deluxe Elm, West Hartford. Mrs. Nikki Perakos, Sperie's wife, was a model for the Connecticut Opera Guild's annual fashion show at Lord and Taylor's West Hartford's branch store. . . . In Worcester, Mass., E. M. Loew reopened the long-shuttered Family on

a subsequent-run policy. The showplace will now be known as the Phillips. . . . In Chicopee, Mass., the Leo S. Maniatty-owned Cabot (formerly the Victoria) has reopened under house management of Bruce L. Nutter, formerly in independent exhibition in eastern Massachusetts. . . . In West Springfield, Mass., Redstone Theatres hosted trade and press at official opening of latest dual theatre complex, to be known as Cinema 1 and 2, on Riverdale rd. in this Springfield suburb. . . . Ray McNamara, Hartford resident manager for New England Theatres, Inc. (AB-PT), is conducting an Allyn patron survey, via questionnaires distributed at the refreshment stand, designed to better guide theatre promotion and advertising expenditure.

## NEW ORLEANS

Milton Guidry, Lafayette, La., theatre owner and operator of the indoor Nola and the Twin Drive-In, is grievously ill and confined to the Lafayette Sanitarium. . . . Herbert Bennin, MGM division manager based in Atlanta, was in, in connection with the company's 40th anniversary sales drive. . . . Mrs. Fern Randall suspended operation at the Fern Drive-In, Woodville, Miss., until spring. . . . Ed Laughetee, formerly with Transway but now retired, is mending nicely at home from surgery on his hip. . . . Gulf States Theatres will hold its quarterly managers and partners meeting with the home office staff and officials on Dec. 8-9. The meeting was scheduled for October; but was postponed due to a hurricane at that time.

## PHILADELPHIA

An award for distinguished achievement was issued to MOTION PICTURE EXHIBITOR and other local newspapers by Tent 13 Variety Club of Philadelphia in recognition of service to handicapped children on Old Newsboys Day. . . . A 1200 seat theatre will be built at the Baederwood Shopping Center in Abington Township, just north of Jenkintown, Pa. The theatre will be called the Baederwood Cinema and will be leased for a long term to General Cinema Corporation, headed by Richard A. Smith. General Cinema Corporation also plans a twin auditorium theatre in the Northeast and a 1200-seat theatre in the Clifton Heights area. . . . The Senate, Harrisburg, Pa., as its annual custom, closes Dec. 9-16 for the employees Christmas vacation and to avoid playing films that fail to draw. This period is considered the poorest of the year since no worthwhile releases are available.

## SAN ANTONIO

The Three Stooges are scheduled to come to the city for the world premiere of their new film, "The Outlaws IS Coming," at the Texas on Jan. 13. In town was Roger Caras, national director of merchandising for Columbia. On Tuesday, Jan. 12, Curly, Larry, and Moe are scheduled to arrive for a stay at the Lost Valley Dude Ranch at Bandera for a wingding at Bandera's Frontier Town. Press representatives from across the state will converge here for the premiere. . . . A special preview showing of "Roustabout," featuring Elvis Presley, was shown at the Texas under sponsorship of KTSA, local rock 'n' roll radio station. . . . Calvin W. Hines was first place winner and received \$50 cash in the "Great Decisions In History" contest sponsored by the San Antonio News and Interstate Theatres in conjunction with the showing of "Fail Safe."

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# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107



DECEMBER 9, 1964 SECTION TWO VOL. 72, NO. 21

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinemascope	DS—Dyallscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made
- 6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer
- 6406 NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
- 6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made
- 6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad
- 6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (4-22-64)—Interesting topical drama—(Filmed abroad)
- 6403 STRANGER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
- 6408 THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
- 6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
- 6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

### COMING

- BLOOD ON THE ARROW—(CS; C)—Dale Roberston, Martha Hyer
- ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
- LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
- RACING FEVER—(C)—Joe Morrison, Barbara Bigert
- TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
- TICKLE ME—Elvis Presley
- VALLEY OF THE WHITE WOLVES—(EC)—Adam West, Linda Saunders
- WHITE SAVAGE—(EC)—Janette Scott, Kelron Moore
- YOUNG DILLINGER—Nick Adams

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
- 815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- 822 COMMANDO—MD-98m.—Stewart Granger, Dorlan Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
- A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- A12 GODZILLA VS THE THING—FAN-90m.—(CS; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
- A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teenagers may think this a cute novelty
- A14 PAJAMA PARTY—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd
- A07 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry
- 823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- A08 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer

### TO BE REVIEWED

- ATRAGON—(C; S)—Japanese-made
- CITY IN THE SEA—Vincent Price, Susan Hart, Tab Hunter—English-made
- LAST TOMB OF LIGEIA, THE—(S; C)—Vincent Price
- NAVAJO RUN—Johnny Seven, Virginia Vincent
- OPERATION SNAFU—Sean Connery, Stanley Holloway
- UNDER AGE—Anne MacAdams, Roland Royter

### BUENA VISTA DISTRIBUTED DURING THE PAST 12 MONTHS

- 160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
- 153 MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
- 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
- 156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- |  |    |      |
|--|----|------|
| Advance To The Rear . . . . .                  | A2 | MGM  |
| Adventures Of Scaramouche . . . . .            |    | Emb. |
| Act One . . . . .                              | A2 | WB   |
| • Affair At The Villa Fiorita, The . . . . .   |    | WB   |
| • Agony And The Ecstasy, The . . . . .         |    | Fox  |
| America, America . . . . .                     | A3 | WB   |
| Americanization Of Emily, The . . . . .        | B  | MGM  |
| • Amok . . . . .                               | A1 | Fox  |
| • Amorous Adventure Of Moll Flanders . . . . . |    | Par. |
| Anatomy Of A Marriage . . . . .                |    | For. |
| Apache Rifles . . . . .                        | A1 | Fox  |
| Ape Woman, The . . . . .                       | A3 | Emb. |

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



- Aphrodite, Goddess Of Love ... A2 Emb.
- Archangels, The ... Emb.
- Art Of Love ... U
- Atragon ... A-1
- Avenger, The ... For.

**B**

- Baby, The Rain Must Fall ... Col.
- Back Door To Hell ... Fox
- Barbarian's, The ... For.
- Bay Of Angels ... For.
- Bedtime Story ... A3 U
- Bear, The ... A1 Emb.
- Behold A Pale Horse ... A2 Col.
- Beauty And The Body ... Misc.
- Bebo's Girl ... Cont.
- Becket ... A3 Par.
- Bedford Incident, The ... Col.
- Best Man, The ... A4 UA
- Bikini Beach ... A3 A-1
- Billy Liar ... A3 Cont.
- Black Duke, The ... For.
- Black Like Me ... A4 Misc.
- Black Spurs ... Par.
- Black Sabbath ... B A1
- Blind Corner ... A3 U
- Block, The ... Misc.
- Blood Feast ... Misc.
- Blood On The Arrow ... A2 AA
- Blood On The Balcony ... For.
- Bomb In High Street ... For.
- Born Free ... Col.
- Boy Ten Feet Tall, A ... Par.
- Brass Bottle, The ... A1 U
- Bridge On The River Kwai, The RE ... A1 Col.
- Bridge To Glory ... For.
- Buddha ... A3 UA
- Bullet For A Badman ... A2 U
- Bunny Yeager's Nude Las Vegas ... Misc.
- Bus Riley's Back In Town ... A3 U

**C**

- Caddy, The-Re ... A1 Par.
- Carpetbaggers, The ... 8 Par.
- Cartouche ... A3 Emb.
- Casanova '70 ... Emb.
- Castle Of Blood ... Misc.
- Cat Ballou ... Col.
- Ceremony, The ... A3 UA
- Chalk Garden, The ... A2 U
- Cheyenne Autumn ... A1 WB
- Children Of The Damned ... A2 MGM
- Circus World ... A1 Par.
- Clarence The Cross-Eyed Lion ... MGM
- Cleopatra ... B Fox
- Code 7, Victim 5 ... A3 Col.
- Collector, The ... Col.
- Comedy of Terrors, The ... B A1
- Commando ... A3 A-1
- Congo Vivo ... Col.
- Contempt ... C Emb.
- Cool World, The ... A4 Misc.
- Crack In The World ... Par.
- Crawling Hand, The ... Misc.
- Crazy Desire ... B EMB
- Crimson Blade, The ... A1 Col.
- Curse Of The Living Corpse, The ... B Fox
- Curse of the Mummy's Tomb, The ... Col.

**D**

- Dark Purpose ... A2 U
- Day And The Hour, The ... A2 MGM
- Dead Ringer ... A3 WB
- Dear Bridgett ... Fox
- Dear Heart ... A3 WB
- Dementia (Filmgroup) ... B A-1
- Devil Doll, The ... For.
- Devil Ship Pirates ... A2 Col.
- Diary Of A Bachelor ... B A1
- Die, Die, My Darling ... Col.
- Dingaka ... Emb.
- Disorder ... For.
- Disorderly Orderly, The ... Par.
- Distant Trumpet, A ... A2 WB
- Dream Maker, The ... A-1 U
- Dr. Crippen ... A3 W8
- Doctor In Distress ... For.
- Dr. Strangelove ... A4 Col.
- Don't Tempt The Devil ... A3 For.
- Dragon Sky ... For.
- Duel Of Champions ... For.

**E**

- Earth Dies Screaming, The ... A1 Fox
- Easy Life, The ... A4 Emb.
- East Of Sudan ... Col.
- El Greco ... Fox
- Emil And The Detectives ... A1 BV
- Empty Canvas, The ... C Emb.
- Ensign Pulver ... A2 WB
- Escape By Night ... A2 AA
- Escape From Hell Island ... Misc.
- Evil Of Frankenstein, The ... A2 U
- Evil Eye ... A2 A-1
- Eyes Of Annie Jones ... A3 Fox

**F**

- Fall Safe ... A2 Col.
- Fall Of The Roman Empire ... A1 Par.

- 158 **SO DEAR TO MY HEART**—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue
- TATTOOED POLICE HORSE, THE**—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette
- THOSE CALLOWAYS**—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing
- 151 **THREE LIVES OF THOMASINA, THE**—D-97m.—(TC)—Patrick McGeehan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
- 154 **TIGER WALKS, A**—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

**TO BE REVIEWED**

- THAT DARN CAT**—(TC)—Hayley Mills, Dean Jones
- MONKEY'S UNCLE, THE**—(T)—Annette, Tommy Kirk

**COLUMBIA DISTRIBUTED DURING THE PAST 12 MONTHS**

- 65004 **BEHOLD A PALE HORSE**—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad
- 64030 **BRIDGE ON THE RIVER KWAI, THE**—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
- CODE 7, VICTIM 5**—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa
- 64018 **CRIMSON BLADE, THE**—MD-83m.—(Hammerscope; C)—Lionel Jeffries June Thorburn—5149 (4-1-64)—Fair Import—English-made
- 64019 **DEVIL-SHIP PIRATES**—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
- 64004 **DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB**—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
- 65005 **FAIL SAFE**—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience
- 65008 **FINEST HOURS, THE**—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made
- 65012 **FIRST MEN IN THE MOON**—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England
- 65001 **GOOD NEIGHBOR SAM**—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry
- 64021 **HEY THERE, IT'S YOGI BEAR**—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features
- 714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
- 65006 **LILITH**—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil
- 64020 **LONG SHIPS, THE**—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64)—Lavish and spectacular period adventure tale—European made
- 65002 **NEW INTERNS, THE**—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
- 64017 **PSYCHE '59**—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal
- 64016 **QUICK GUN, THE**—W-87m.—(TS; TC)—Audie Murphy, Mery Anders—5153 (4-15-64)—Okay western
- 65003 **RIDE THE WILD SURF**—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans
- 64014 **STRAIT-JACKET**—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64)—Grisly, but exploitable, horror shocker
- 64015 **SWINGIN' MAIDEN, THE**—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made

**COMING**

- BABY, THE RAIN MUST FALL**—Steve McQueen, Lee Remick
- BEDFORD INCIDENT, THE**—Richard Widmark, Sidney Poitier, James MacArthur
- BORN FREE**—(PV; C)—Bill Travers, Virginia McKenna
- CAT BALLOU**—(C)—Jane Fonda, Lee Marvin, Michael Callan
- COLLECTOR, THE**—(C)—Samantha Eggar, Terence Stamp
- CONGO VIVO**—Jean Sebastian Bachir Toure
- CURSE OF THE MUMMY'S TOMB, THE**—(TS; TC)—Terence Morgan—English-made
- DIE, DIE, MY DARLING**—Tallulah Bankhead—English Made
- EAST OF SUDAN**—(TC)—Anthony Quate, Sylvia Sims—English
- GENGHIS KHAN**—(PV; C)—Stephen Boyd, James Mason, Francoise Dorleac
- GORGON, THE**—(TC)—Peter Cushing, Christopher Lee—English-made
- HARVEY MIDDLEMAN, FIREMAN**—(C)—Eugene Troobnick, Hermione Gingold
- KING RAT**—George Segal, Tom Courtenay, James Fox
- LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE**—(S; C)—Japanese-Made Feature Cartoon
- LORD JIM**—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
- LOVE HAS MANY FACES**—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
- MAJOR DUNDEE**—(PV; C)—Charleston Heston, Richard Harris
- MICKEY ONE**—Franchot Tone, Hurd Hatfield, Alexandra Stewart
- OUTLAWS IS COMING, THE**—Three Stooges, Nancy Kovack
- PLAYBOY**—(C)—Tony Curtis
- PLAY IT COOLER**—Anthony Newly, Anne Aubrey
- SENILITA**—Anthony Franciosa, Claudia Cardinale
- SHIP OF FOOLS**—Vivien Leigh, Jose Ferrer, Lee Marvin
- SYNANON**—Chuck Connors, Stella Stevens, Edmond O'Brien
- THESE ARE THE DAMMED**—Macdonald Carey, Shirley Ann Field
- WATCH IT SAILOR**—Dennis Price, Marjorie Rhodes
- WORLD WITHOUT SUN**—Jacques Cousteau Documentary

**CONTINENTAL (WALTER READE-STERLING, INC.)**

- BLACK LIKE ME**—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose
- ORGANIZER, THE**—D-126m.—Marcello Mastroianni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles
- SEDUCED AND ABANDONED**—CD-118m.—Saro Urzi, Stefania Sandrell—5191 (7-22-64)—Good import—Italian-made; English titles
- BILLY LIAR**—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty patrons—English-made
- TO BED—OR NOT TO BED**—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well-made import—Italian-made; English titles
- POINT OF ORDER**—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal
- HIGH AND LOW**—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles
- LUCK OF GINGER COFFEY, THE**—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada
- MEDITERRANEAN HOLIDAY**—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue
- SLAVE TRADE IN THE WORLD TODAY**—DOC-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

**COMING**

- BEBO'S GIRL**—Claudia Cardinale, George Chakiris—Italian-made; subtitles
- LOVE GODDESSES, THE**—All Star Cast
- RATTLE OF A SIMPLE MAN**—Harry H. Corbett, Diane Cilento—English-made

**EMBASSY**

- ADVENTURES OF SCARAMOUCHE, THE**—MD-98m.—(C)—Gerard Barry, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English
- APE WOMAN, THE**—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles
- CARTOUCHE**—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)



**CONTEMPT**—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
**CRAZY DESIRE**—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
**EASY LIFE, THE**—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue  
**FURY AT SMUGGLERS BAY**—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
**HOUSE IS NOT A HOME, A**—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
**LET'S TALK ABOUT WOMEN**—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
**ONLY ONE NEW YORK**—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
**PASSIONATE THIEF, THE**—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
**SANTA CLAUS CONQUERS THE MARTIANS**—FAN-80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
**YESTERDAY, TODAY AND TOMORROW**—COMP-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles  
**ZULU**—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

**COMING**

**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**ARCHANGELS, THE**—Roberto Bisacco, Virginia Onorato—Italian-made  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**CASANOVA**—70—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
**DINGAKA**—Stanley Baker, Juliet Prowse  
**HELLFIRE CLUB**—Peter Cushing, Adrienne Corri  
**MARRIAGE—ITALIAN STYLE**—Sophia Loren, Marcello Mastroianni—Italian  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**THREE PENNY OPERA**—Curt Jurgens, June Ritchie

**MGM DISTRIBUTED DURING THE PAST 12 MONTHS**

- 423 **ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
- 508 **AMERICANIZATION OF EMILY, THE**—CD-117m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences
- 414 **CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
- 338 **DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
- 427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
- 512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers
- 411 **GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English
- 416 **GLOBAL AFFAIR A**—C-84m.—Bob Hope, Lillo Pulver—5129 (2-5-64)—Hope comedy is cute idea
- 408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undermanding and kids—Italian-made; dubbed in English
- 429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
- 432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce
- 455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
- 506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France
- 422 **KISSIN' COUSINS**—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
- 431 **LOOKING FOR LOVE**—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars
- 515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue
- 418 **MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
- 6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—109m.—MGM stars—5210 (9-2-64)—Sell the names and nostalgia
- 6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made
- 503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again
- 355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
- 417 **NIGHT MUSTY FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
- 430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
- 6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England
- 6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219 (10-7-64)—Top cast adds interest to "search for truth" drama
- 6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy
- 425 **RHINO**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa
- 419 **SEVEN FACES OF DR. LAO**—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
- 413 **SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
- 424 **TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
- 513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama
- 337 **TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
- 428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment
- 426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set
- 505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Huguency, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract
- 509 **YOUR CHEATIN' HEART**—MUD-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer

**COMING FEATURES IN ORDER OF RELEASE**

**VICE AND VIRTUE**—Catherine Daneuve, Annie Girardot, Robert Hasseln  
**QUICK, BEFORE IT MELTS**—(PV; MC)—Robert Morse, Anjanette Comer  
**SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman

**COMING**

**CLARENCE THE CROSS-EYED LION**—Marshall Thompson, Betsy Drake  
**FLIGHT OF THE SANDPIPER**—(PV; MC)—Elizabeth Taylor, Richard Burton  
**GIRL HAPPY**—(PV; MC)—Elvis Presley, Shelley Fabares  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**HILL, THE**—Sean Connery, Michael Redgrave  
**JOY IN THE MORNING**—(PV; MC)—Richard Chamberlain, Yvette Mimeaux  
**LOVED ONE, THE**—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer  
**ONCE A THIEF**—Alain Delon, Ann-Margret, Van Heflin, Jack Palance

- Fargo ..... A3 U
- Fate Is The Hunter ..... A1 Fox
- Father Goose ..... U
- Favor, The ..... U
- FBI Code 98 ..... A1 WB
- Ferry Cross The Mercey ..... UA
- Finest Hours, The ..... A1 Col.
- First Men In The Moon ..... A1 Col.
- Flesh Eaters, The ..... Misc.
- Flight From Ashiya ..... A3 UA
- Flight Of The Sandpiper ..... MGM
- Flipper's New Adventure ..... A1 MGM
- Fluffy ..... U
- For Those Who Think Young ..... A3 UA
- Four Days In November ..... A1 UA
- Four For Texas ..... 8 WB
- From Russia, With Love ..... 8 UA
- Fury at Smuggler's Bay ..... A2 Emb

**G**

- Gallagher ..... BV
- Genghis Khan ..... Col.
- Get Yourself A College Girl ..... MGM
- Giant Monster, The ..... For.
- Girl Happy ..... MGM
- Girl With Green Eyes ..... A4 For.
- Glass Cage, The ..... Misc.
- Gladiators Seven ..... A-1 MGM
- Global Affair, A ..... A3 MGM
- Glory Guys, The ..... UA
- Godzilla Vs The Thing ..... A1 A1
- Gold For The Caesars ..... A2 MGM
- Golden Arrow, The ..... A1 MGM
- Goldfinger ..... A3 UA
- Goliath And The Vampires ..... A2 A-1
- Goodbye Charlie ..... A3 Fox
- Good Neighbor Sam ..... A2 Col.
- Gorgon, The ..... Col.
- Great Race, The ..... WB
- Greatest Story Ever Told, The ..... UA
- Gunfighter At Casa Grande ..... MGM
- Guns At Batasi ..... A3 Fox
- Guns Of August ..... A1 U

**H**

- Hallelujah Trali, The ..... UA
- Hamlet ..... A1 WB
- Hard Day's Night, A ..... A1 UA
- Harvey Middleman, Fireman ..... Col.
- He Rides Tall ..... B U
- Hellfire Club ..... A3 Emb.
- Hercules In The Haunted World ..... For.
- Hercules, Samson And Ulysses ..... MGM
- Hey There, It's Yogi Bear ..... A1 Col.
- Hidden Room Of 1,000 Horrors, The ..... For.
- Hide And Seek ..... A2 U
- High And Low ..... Cont.
- High Wind In Jamaica, A ..... Fox
- Hill The ..... MGM
- Honeymoon Hotel ..... B MGM
- Horror Of It All, The ..... A2 Fox
- Horror Of Party Beach, The ..... B Fox
- House Is Not A Home, A ..... B Emb.
- How To Murder Your Wife ..... UA
- How The West Was Won ..... A1 MGM
- Hush, Hush, Sweet Charlotte ..... Fox

**I**

- I Saw What You Did ..... U
- I'd Rather Be Rich ..... A2 U
- I'll Take Sweden ..... UA
- In Harm's Way ..... Par.
- Incredible Mr. Limpet, The ..... A1 WB
- Inheritance, The ..... Misc.
- Intimate Diary Of Artists' Models ..... Misc.
- Invitation To A Gunfighter ..... A3 UA
- Ippress File, The ..... U
- Island Of The Blue Dolphins ..... A1 U

**J**

- John Goldfarb, Please Come Home ..... Fox
- Journey To The End Of The Universe ..... A1
- Joy House ..... B MGM
- Joy In The Morning ..... MGM
- Judith ..... Par.



K		
• Killers, The	A3	U
• King Rat		Col.
• Kings Of The Sun	A2	UA
• Kiss Me, Stupid		UA
• Kisses For My President	A3	WB
• Kissin' Cousins	B	MGM
• Kitten With A Whip	B	U

L		
• Bonne Soupe	C	For.
• Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
• Zanerba Magica		For.
• Lassie's Great Adventure	A1	Fox
• Last Tomb Of Ligeia, The		AI
• Lawrence Of Arabia	A2	Col.
• Law Of The Lawless	A1	Par.
• Les Abysses		For.
• Let's Talk About Women	C	Emb.
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
• Lili-RE		MGM
• Lillith	A4	Col.
• Little Prince And The Eight-Headed Dragon, The		Col.
• Lively Set, The	A1	U
• Living Between Two Worlds		Misc.
• Long Ships, The	B	Col.
• Longest Day, The	A1	Fox
• Looking For Love	B	MGM
• Lord Jim		Col.
• Lorna		Misc.
• Love Goddesses		Cont.
• Love Has Many Faces		Col.
• Love On A Pillow	C	For.
• Love With The Proper Stranger	A3	Par.
• Loved One, The		MGM
• Luck Of Ginger Coffey, The	A3	Cont.

M		
• Madmen Of Mandores		Misc.
• Mafioso	A3	For.
• Malamondo		For.
• Mail Order Birde	A3	MGM
• Major Dundee		Col.
• Man From Galveston, The	A2	WB
• Man In The Middle	B	Fox
• Man Who Walked Through The Wall		For.
• Man's Favorite Sport?	A3	U
• Marnie	A3	U
• Marriage-Italian Style		Emb.
• Mary Poppins	A1	BY
• Masque Of The Red Death	B	AI
• Masquerade		UA
• Master Spy	A1	AA
• McHale's Navy	A1	U
• Mediterranean Holiday		Cont.
• MGM's Big Parade Of Comedy	A1	MGM
• Mickey One		Col.
• Mirage		U
• Misadventures of Merlin Jones	A1	BY
• Mister Moses		UA
• Model Murder Case, The		For.
• Monkey's Uncle, The		BY
• Moon-Spinners, The	A1	BY
• Moro Witch Doctor	A2	Fox
• Morituri		Fox
• Murder Ahoy	A1	MGM
• Murder Most Foul	A1	MGM
• Muscle Beach Party	A2	A-I
• Mutiny On The Bounty	A2	MGM
• My Blood Runs Cold		WB
• My Fair Lady	A1	WB

N		
• Naked Brigade, The		U
• Naked Kiss, The	A3	Misc.
• Naked Prey, The		Par.
• Navajo Run		AI
• Never Put It In Writing	A1	AA
• New Interns, The	B	Col.
• Night Must Fall	B	MGM
• Night Of The Iguana	A4	MGM
• Night Train To Paris	A2	Fox
• Night Walker, The	A2	U
• Nightmare	A2	U
• Nightmare In The Sun	A3	Misc.
• None But The Brave		WB
• Nothing But The Best	A4	For.
• Nutty, Naughty Chateau	B	For.

O		
• Of Human Bondage	B	MGM
• Once A Thief		MGM
• One Man's Way	A1	UA
• One Potato, Two Potatoes	A2	Misc.
• One Way Pendulum		UA
• Only One New York	A1	Emb.
• Operation Crossbow		MGM
• Operation SNAFU		A-I
• Organizer, The	A4	For.
• Orgy At Lil's Place, The		Misc.
• Outlaws Is Coming, The		Col.
• Outrage, The	A3	MGM

OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard  
 POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley  
 ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon  
 SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves  
 SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
 SHE—Ursula Andress, Peter Cushing—English made  
 SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast  
 YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif  
 YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson  
 ZEBRA IN THE KITCHEN—Jay North, Andy Devine

### PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS

6319	BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
R6402	CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6315	CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
	CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6400	FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
6311	LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Southern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
6316	LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
6312	LOVE WITH THE PROPER STRANGER—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
6314	PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
6322	PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
6320	RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
6323	ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantel, Adam West—5174 (6-10-64)—Good science fiction entry
6405	ROUSTABOUT—CMU-101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans
6313	SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6324	STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
6325	WALK A TIGHTROPE—MD-69m.—Lan Duryea, Patricia Owens—5170 (5-27-64)—Okay brief program meller—English-made
6404	WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential
R6403	YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

### COMING

AMOROUS ADVENTURES OF MOLL FLANDERS—(PV; TC)—Klm Novak, Richard Johnson  
 BLACK SPURS—(TC)—Roy Calhoun, Linda Darnell, Scott Brady  
 BOY TEN FEET TALL, A—(CS, TC)—Edward G. Robinson  
 CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott  
 DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis  
 IN HARM'S WAY—(PV)—John Wayne, Patricia Neal, Kirk Douglas  
 JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
 NAKED PREY, THE—(PV; TC)—Cornel Wilde  
 REQUIEM FOR A GUNFIGHTER—(TS; TC)—Rod Cameron, Stephen McNally  
 SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors  
 SYLVIA—Carroll Baker, George Maharis, Ann Southern  
 YOUNG FURY—(TS; TC)—Roy Calhoun, Virginia Mayo, Richard Arlen

### 20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS

425	APACHE RIFLES—MD-92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry
	BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer
444	CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
412	CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
424	EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made
404	EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
423	FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
428	GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast
417	GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
422	HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made
411	HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Alres—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
429	JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser
322	LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
414	LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401	MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
431	MORO WITCH DOCTOR—MD-61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines
420	NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made
426	RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action
403	SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
408	SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzl Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
402	SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
405	THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
426	VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
415	WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
421	WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
325	YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

### COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison  
 AMOK—Jock Mahoney, Margia Dean  
 DEAR BRIDGETT—(CS; C)—James Stewart, Billy Mumy  
 EL GRECO—Mel Ferrer, Rosanna Schiaffino  
 HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura  
 HUSH, HUSH SWEET CHARLOTTE—(C)—Olivia DeHavilland, Bette Davis, Joseph Cotten  
 MORITURI—(CS)—Marlon Brando, Yul Brynner, Janet Margolin  
 PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa  
 RAPTURE—(CS)—Patricia Gozzi, Melvyn Douglas—English made  
 REWARD, THE—(CS; C)—Max Von Sydow, Nina Castelvoa, Efram Zimballst, Jr., Yvette Mimieux



SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker  
 THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Farnandel  
 UP FROM THE BEACH—Cliff Robertson, Irina Demick  
 VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter  
 ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman  
 6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey  
 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht  
 6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch  
 6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon  
**GOLDFINGER**—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli  
 6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
 6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
 6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch  
 6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry  
 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross  
 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch  
 6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman  
 6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean  
 6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch  
 6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Marla Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch  
 6419 **TOPKAPI**—CD-120m.—(C)—Meltina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
 6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made  
 6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

### COMING FEATURES IN ORDER OF RELEASE

- Sept. **BUDDHA**—(TE; TC)—Japanese-made  
 Dec. **KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch  
 Feb. **HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.

### COMING

- FERRY CROSS THE MERSEY**—Gerry And The Pacemakers—English-made  
**GLORY GUYS, THE**—(PV; DC)—Tom Tryon, Harve Presnell, Jeanne Cooper—Levy-Gardner—Laven  
**GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens  
**HALLELUJAH TRAIL, THE**—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
**I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon  
**MASQUERADE**—(C)—Cliff Robertson, Jack Hawkins—Novus  
**MISTER MOSES**—(PV; C)—Robert Mitchum, Carroll Baker—Ross  
**ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made  
**RAGE TO LIVE, A**—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
**SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch  
**THOUSAND CLOWNS, A**—Jason Robards, Jr., Barbara Harris  
**TRAIN, THE**—Burt Lancaster, Jeanne Moreau  
**WHAT'S NEW, PUSSYCAT?**—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment  
 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry  
 6421 **BULLET FOR A BADMAN**—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made  
 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show  
 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made  
 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made  
**FATHER GOOSE**—C-115m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches  
 6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made  
 6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
 6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade  
 6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story  
 6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
 6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
 6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy  
 6418 **MARNIE**—D-129m.—(TC)—Tippi Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama  
 6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing  
 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made  
 6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half  
 6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
 6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
 6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made  
 6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

- Pajama Party ..... B A-1  
 • Party, The ..... AA  
 Paris When It Sizzles ..... A3 Par.  
 Passionate Thief, The ..... A3 Emb.  
 Patsy, The ..... A1 Par.  
 Pattern For Plunder ..... A3 For.  
 Pink Panther ..... A3 UA  
 • Playboy ..... Col.  
 • Play It Cooler ..... Col.  
 • Pleasure Seekers, The ..... Fox  
 Point Of Order ..... A2 Cont.  
 • Postman's Knock ..... MGM  
 Psyche 59 ..... B Col.  
 Psychomania ..... Misc.  
 Pumpkin Eater, The ..... A4 For.

- Quick, Before It Melts ..... MGM  
 Quick Gun, The ..... A2 Col.  
 Quo Vadis—Re. .... A1 MGM

- R  
 • Racing Fever ..... B AA  
 • Rage To Live, A ..... UA  
 Raiders, The ..... A1 U  
 Raiders Of Leyte Gulf, The ..... A1 For.  
 • Rapture ..... Fox  
 • Rattle Of A Simple Man ..... Cont.  
 Ready For The People ..... WB  
 • Requiem For A Gunfighter ..... Par.  
 • Reward, The ..... Fox  
 Rhino ..... A1 MGM  
 Ride The Wild Surf ..... A1 Col.  
 Ring of Treason ..... A2 Par.  
 Rio Conchos ..... A3 Fox  
 Robin And The 7 Hoods ..... A2 WB  
 Robinson Crusoe On Mars ..... A1 Par.  
 • Rounders, The ..... A3 MGM  
 Roustabout ..... A2 Par.

- S  
 • Sandokan, The Great ..... MGM  
 Santa Claus Conquers The  
 Martians ..... A1 Emb.  
 • Satan Bug, The ..... A2 UA  
 Seance On A Wet Afternoon .. For.  
 Secret Door, The ..... A2 AA  
 Secret Invasion, The ..... A2 UA  
 • Secret of My Success, The ..... MGM  
 Seduced And Abandoned ..... A3 For.  
 Send Me No Flowers ..... A2 U  
 • Senilita ..... Col.  
 Seven Days In May ..... A2 Par.  
 Seven Faces Of Dr. Lao, The .. A1 MGM  
 Seven Surprises ..... For.  
 Seventh Dawn, The ..... 8 UA  
 • Sex And The Single Girl ..... B WB  
 • She ..... MGM  
 • Shenandoah ..... U  
 • Ship Of Fools ..... Col.  
 Shock Treatment ..... A2 Fox  
 Shot In The Dark, A ..... B UA  
 • Signpost To Murder ..... MGM  
 Sing And Swing ..... A2 U  
 • Situation Hopeless But  
 Not Serious ..... Par.  
 633 Squadron ..... A2 UA  
 Skydivers The ..... Misc.  
 Slave Trade In The World Today ..... Cont.  
 Slime People, The ..... Misc.  
 So Dear To My Heart—Re ..... A1 BV  
 • Son Of A Gunfighter ..... MGM  
 • Sound Of Music, The ..... Fox  
 South Pacific—RE. .... A3 Fox  
 Stage To Thunder Rock ..... A2 Par.  
 Stark Fear ..... Misc.  
 Station Six Sahara ..... B AA  
 Stop Train 349 ..... A2 AA  
 Strait-jacket ..... A3 Col.  
 • Strange Bedfellows ..... U  
 Strangler, The ..... B AA  
 Sunday In New York ..... B MGM  
 Surf Party ..... A2 Fox  
 Swingin' Malden, The ..... A1 Col.  
 • Sword of Ali Baba, The ..... U  
 Sword Of El Cid, The ..... For.  
 • Sylvia ..... Par.  
 • Synanon ..... Col.



T

- Taffy And The Jungle Hunter ... AA
- Taggart ... A2 U
- Tamahine ... A3 MGM
- T-A-M-I Show, The ... Misc.
- Tattooed Police Horse, The ... A1 8V
- That Darn Cat ... 8V
- That Funny Feeling ... U
- That Man From Rio ... A2 For.
- These Are The Damned ... Col
- Thin Red Line, The ... A3 AA
- Three Lives Of Thomasina, The ... A1 8V
- 3 Nuts In Search Of A Bolt ... Misc.
- Three Penny Opera ... A3 Emb.
- Third Secret, The ... A3 Fox
- 36 Hours ... MGM
- Those Calloways ... 8V
- Those Magnificent Men In Their Flying Machines ... Fox
- Thousand Clowns, A ... UA
- Tiger Walks, A ... A1 8V
- Tiko And The Shark ... MGM
- Time Travelers, The ... B A-1
- To Bed Or Not To Bed ... A3 Cont.
- Tomorrow At Ten ... For.
- Topkapi ... A3 UA
- Torpedo Bay ... A3 A1
- Train, The ... UA
- Troublemaker, The ... Misc.
- Truth About Spring, The ... U
- Two Are Guilty ... A3 MGM
- Two On A Guillotine ... WB

U

- Under Age ... B A1
- Unsinkable Molly Brown, The ... A2 MGM
- Up From The Beach ... Fox

V

- Valley Of The White Wolves ... AA
- Vice And Virtue ... B MGM
- Visit, The ... A4 Fox
- Viva Las Vegas ... B MGM
- Von Ryan's Express ... Fox
- Voyage To The End Of The Universe ... A1 A-1

W

- Wacky Playboy, The ... Misc.
- Walk A Tightrope ... A2 Par.
- Walls Of Hell, The ... A2 Misc.
- War Is Hell ... A2 AA
- War Lord, The ... U
- Watch It, Sailor ... Col.
- Weekend ... C For.
- What A Way To Go! ... 8 Fox
- What's New, Pussycat ... UA
- Where Love Has Gone ... A3 Par.
- White Savage ... AA
- White Slaves Of Chinatown ... Misc.
- Wild And Wonderful ... A1 U
- Woman In The Dunes ... For.
- Witchcraft ... A2 Fox
- Woman Is A Woman, A ... For.
- Women Of Straw ... A3 UA
- Woman Who Wouldn't Die, The ... A3 W8
- World Of Henry Orient, The ... A2 UA
- World Without Sun ... Col.

Y

- Yanco ... For.
- Yank In Viet-nam, A ... A1 AA
- Yellow Rolls Royce, The ... MGM
- Yesterday, Today And Tomorrow ... B Emb.
- Young Girls Of Good Family ... Emb.
- Youngblood Hawke ... A3 WB
- Young And Willing ... A4 U
- Young Cassidy ... MGM
- Young Fury ... Par.
- Young Lovers, The ... A3 MGM
- Young Swingers, The ... A1 For.
- Your Cheatin' Heart ... A2 MGM
- Your's Never Too Young—Re. ... A2 Par.

Z

- Zebra In The Kitchen ... MGM
- Zorba, The Greek ... Fox
- Zulu ... A3 Emb.

COMING

- ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
- BLIND CORNER—William Sylvester, Barbara Shelley—English made
- BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
- FARGO—Michael Parks, Calla Kaye
- FAVOR, THE—(C)—Rock Hudson, Leslie Caron
- FLUFFY—(C)—Tony Randall, Shirley Jones
- GUNS OF AUGUST—World War I Documentary
- I SAW WHAT YOU DID—Joan Crawford, John Ireland
- IPRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made
- MIRAGE—Gregory Peck, Diane Baker
- NAKED BRIGADE, THE—Shirley Eaton, Ken Scott
- NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
- SHENANDOAH—(C)—James Stewart, Doug McClure
- STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
- SWORD OF ALI BABA, THE—(C)—Peter Mann, Laura Lane
- TAGGART—(C)—Tony Young, Dan Duryea
- THAT FUNNY FEELING—(C)—Sandra Dee, Bobby Darin, Donald O'Connor
- TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur
- WAR LORD, THE—(PV; C)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

- 362 ACT ONE—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
- 358 AMERICA AMERICA—D-174m.—Stathis Giallella—5121 (1-8-64)—Well-made, interesting drama—Filmed abroad
- 480 CHEYENNE AUTUMN—AD-158m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry
- 357 DEAD RINGER—D-115m.—Bette Davis, Kerl Malden—5131 (2-5-64)—Interesting drama
- 363 DISTANT TRUMPET, A—W-117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
- 361 DR. CRIPPEN—D-98m.—Donald Pleasence, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
- 366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Surl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
- 364 FBI CODE—98—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
- 356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
- 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic
- 359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
- 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast
- 360 MAN FROM GALVESTON, THE—W-57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
- 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top
- 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler
- 365 ROBIN AND THE 7 HOODS—CMU-123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please
- 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

- AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
- DEAR HEART—Ginn Ford, Geraldine Page
- GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
- MY BLOOD RUNS COLD—(PV)—Troy Donahue, Joey Heatherton
- NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker
- SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
- TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
- WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made

MISCELLANEOUS

- BEAUTY AND THE BODY—NOV.-70m.—(EC)—Kip Shear, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
- BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
- BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
- BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
- CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.
- COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V
- CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
- ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
- FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.
- GLASS CAGE, THE—MD-84m.—Arlene Sax, Robert Kelijan—5134 (2-19-64) For the lower half—Futuramic
- INHERITANCE, THE—DOC-60m.—Narrated by Robert Ryan—5234—Documentary on rise of the unions needs special treatment—Harold Mayer
- INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—Ikay Beautiful
- LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire
- LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
- MADMEN OF MANDORAS—MD-74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
- NIGHTMARE IN THE SUN—MD-81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac
- ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
- ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)—Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
- PSYCHOMANIA—MD-90m.—Lee Phillips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
- SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
- SKYDIVERS, THE—MD-75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
- STARK FEAR—MD-86m.—Beverly Garland, Skip Homler—5134 (2-19-64)—Spotty effort on an ugly subject—Ellis
- T-A-M-I SHOW, THE—MUNOV-113½m.—8each 80ys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision
- 3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.
- TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
- WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
- WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made In Philippines—Hemisphere
- WHITE SLAVES OF CHINATOWN—MD-70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary—American Film Dist.



## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ANATOMY OF A MARRIAGE (MY DAYS WITH JEAN MAC)**—96m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art house patrons—French-made; English titles—Janus
- ANATOMY OF A MARRIAGE (MY NIGHTS WITH FRANCOISE)**—97m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art houses—French-made; English titles—Janus
- AVENGER, THE**—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English—Medallion
- BRIDGE TO GLORY**—D-103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo
- BARBARIANS, THE**—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere
- BLACK DUKE, THE**—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English—PRC
- BLOOD ON THE BALCONY**—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo
- BOMB IN THE HIGH STREET**—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot—English-made—Hemisphere
- DEVIL DOLL**—D-80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.
- DISORDER**—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary
- DOCTOR IN DISTRESS**—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair Import—English-made—Governor
- DON'T TEMPT THE DEVIL**—D-106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting Import—French-made; English titles—UMPO
- DRAGON SKY**—D-95m.—(EC)—Marie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert
- DUEL OF CHAMPIONS**—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining Import for the program—Italian-made; dubbed in English—Medallion
- GIANT MONSTER, THE**—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert
- HERCULES IN THE HAUNTED WORLD**—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.
- HIDDEN ROOM OF 1,000 HORRORS, THE**—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LATERNA MAGIKA**—NOV.-119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslovakia—Richard Fleischer
- LES ABYSSES**—D-90m.—Francine Berge, Colette Berge—5234 (12-3-64)—Off-beat drama could draw among arty set—French-made English titles—Kanawha
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MAFIOSO**—D-100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.
- MALAMONDO**—COMP.-79m.—(EC)—Produced by Goffredo Lombardo—5234 (12-3-64)—Repelling import—Italian-made—Magna
- MAN WHO WALKED THROUGH THE WALL**—C-99m.—Heinz Kuehmann, Nicole Courcel—5235 (12-3-64)—Cute comedy import—German-made; English titles; Shown Int.
- NOTHING BUT THE BEST**—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.
- NUTTY, NAUGHTY CHATEAU**—C-102m.—(TC)—Curt Jurgens, Monica Vitti, Jean-Louis Trintignant—5232 (11-18-64)—Weird import shoots for laughs—French-made; English titles—Lopert
- PATTERN FOR PLUNDER**—MD-84m.—Keenan Wynn, Mai Zetterling—5235 (12-3-64)—Well made espionage entry holds interest—English-made—Herts-Lion Int.
- PUMPKIN EATER, THE**—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity features strong performances—English-made—Royal Films Int.
- RAIDERS OF LEYTE GULF, THE**—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere
- SEANCE ON A WET AFTERNOON**—D-115m.—Kim Stanley, Richard Attenborough—5235 (12-3-64)—Quality art import—English-made—Artixo
- SEVEN SURPRISES**—COMP-77m.—(Partly color)—Produced by Harvey Chertok—5235 (12-3-64)—Mixture of shorts for art spots—Canadian made—Quartet Int.
- SWORD OF EL CID, THE**—86m.—(Superlenscope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC
- THAT MAN FROM RIO**—C-114m.—(EC)—Jean-Paul Belmonde, Françoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert
- TOMORROW AT TEN**—D-80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor
- WEEKEND**—D-84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.
- WOMAN IN THE DUNES**—D-123m.—Eiji Okada, Kyoko Kishida—5236 (12-3-64)—Intriguing import—Japanese-made; English titles—Pathe Contemporary
- YANCO**—D-85m.—Ricardo Ancona—5183 (6-24-64)—Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

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### WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

- 19301 Little Whirlwind
- 19302 The Whalers
- 19303 First Aiders
- 19304 Army Mascot
- 19305 Goofy Gymnastics
- 19306 Home Made Home
- 19307 Foul Hunting
- 19308 Timber
- 19309 Truant Officer Donald
- 19310 Golden Eggs
- 19311 Test Pilot Donald
- 19312 Lambert, The Sheepish Lion

### SINGLE REEL CARTOONS (TECHNICOLOR)

- 101 How To Have An Accident At Work
- 123 The Litterbug
- 125 Aquamania

### TWO REEL CARTOON SPECIALS (TECHNICOLOR)

- 097 Goliath II
- 102 Noah's Ark
- 119 Saga Of Windwagon Smith
- 112 Donald and The Wheel
- 139 A Symposium On Popular Songs

### THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

- 079 Japan
- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

## Columbia

### COLOR FEATURETTES

- 7441 (Sept.) Wonderful Switzerland
- 7442 (Nov.) Travel Along With The Arkansas Traveler
- 7443 (Jan.) Eventful Britain
- 7444 (Mar.) Wonderful Africa
- 7445 (May) Wonderful New York
- 7446 (July) Wonderful Beaulieu

### LOOPY DE LOOP COLOR CARTOONS

- 7701 (Sept.) Slippery Slippers
- 7702 (Oct.) Chicken Fracas-See
- 7703 (Nov.) Rancid Ranson
- 7704 (Dec.) Bunnies Abundant
- 7705 (Feb.) Just A Wolfe At Heart
- 7706 (Mar.) Chicken-Hearted Wolf
- 7707 (Apr.) Watcha Watchin'
- 7708 (May) A Fallible Fable
- 7709 (June) Sheep Steelers Anonymous
- 7710 (July) Wolf In Sheep Dog's Clothing

### MR. MAGOO CARTOONS (REISSUES)

- 7751 (Sept.) Magoo's Cruise
- 7752 (Oct.) Magoo's Problem Child
- 7753 (Nov.) Love Comes To Magoo
- 7754 (Dec.) Meet Mother Magoo
- 7755 (Feb.) Gumshoe Magoo
- 7756 (Mar.) Magoo Goes Overboard
- 7757 (May) Bwana Magoo
- 7758 (July) Matador Magoo

### COLOR FAVORITE CARTOONS (REISSUES)

- 7601 (Sept.) Gerald McBoing-Boing On Planet Moo
- 7602 (Sept.) Happy Tots
- 7603 (Oct.) Willie The Kid
- 7604 (Nov.) Little Rover
- 7605 (Nov.) Christopher Crumpet
- 7606 (Dec.) A Boy and His Dog
- 7607 (Jan.) Rooty Toot, Toot
- 7608 (Jan.) Snow Time
- 7609 (Feb.) Emperor's New Clothes
- 7610 (Mar.) Little Boy With A Big Horn
- 7611 (Mar.) The Foxy Pup
- 7612 (Apr.) Let's Go
- 7613 (May) Gerald McBoing Boing
- 7614 (June) Bon Bon Parade
- 7615 (July) Madeline

### CANDID MICROPHONE

- 7551 (Sept.) No. 1 Series 4
- 7552 (Nov.) No. 2 Series 4
- 7553 (Jan.) No. 3 Series 4
- 7554 (Mar.) No. 4 Series 4

### WORLD OF SPORTS

- 7801 (June) Hunting Unlimited (Color)
- 7802 (Aug.) Rastlin Rampage

### TWO REELERS THE THREE STOOGES (REISSUES)

- 7401 (Sept.) Husbands Beware
- 7402 (Oct.) Creeps
- 7403 (Nov.) Flaggpole Jitters
- 7404 (Jan.) For Crimln Out Loud
- 7405 (Feb.) Rumpus In The Harem
- 7406 (Apr.) Hot Stuff
- 7407 (May) Scheming Schemers
- 7408 (July) Commotion In The Ocean

### COMEDY FAVORITES (REISSUES)

- 7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
- 7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
- 7433 (Dec.) Training For Trouble (Schilling & Lane)
- 7434 (Jan.) He Popped His Pistol
- 7435 (Mar.) Wife Decoy
- 7436 (June) Pardon My Terror

### ASSORTED FAVORITES (REISSUES)

- 7421 (Sept.) Spies and Guys (Joe Besser)
- 7422 (Nov.) General Nuisance (Buster Keaton)
- 7423 (Dec.) Hook A Crook (Joe Besser)
- 7424 (Feb.) So's Your Antenna (Harry VonZell)
- 7425 (Apr.) She's Oil Mine (Buster Keaton)
- 7426 (May) Meet Mr. Mischief

### SERIALS (REISSUES)

- 7120 (Oct.) The Batman
- 7140 (Mar.) Roar Of The Iron Horse
- 7160 (July) Gunfighters Of The Northwest

## Metro-Goldwyn-Mayer

### TOM AND JERRY NEW COLOR CARTOONS

- 4575 Penthouse Mouse
- 4576 Much Ado About Mousing
- 4577 Snowbody Loves Me
- 4578 Cat Above and The Mouse Below
- 4579 Unshrinkable Jerry Mouse
- 4580 Tom-ic Energy

### GOLD MEDAL REPRINTS IN METROCOLOR

- 6661-W Old Rockin' Chair Tom
- 6662-W Lucky Ducky
- 6663-W Professor Tom
- 6664-W Cat That Hated People
- 6665-W Mouse Cleaning
- 6666-W Goggle Fishing Bear
- 6667-W Design On Jerry
- 6668-W First Bad Man
- 6669-W Smarty Cat
- 6670-W Deputy Droopy
- 6671-W Pecos Pest
- 6672-W Cell Bound

## Paramount

### COLOR FEATURETTE

- AA22-1 Sportarama

### HIGH TOPPER

- T22-1 Thin Along
- T22-2 Isles Of The Sun
- T22-3 Melody For Machines
- T22-4 The World Starts Next Door
- T22-5 Beauties Of Scandanavia
- T23-1 Fascinating Finland
- T23-2 Mayflower, U.S.A.
- T23-3 Commuting For Adventure

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whiz Quiz Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Badtime Story
- M23-3 Pig's Feat
- M23-4 Sour Gripes
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E-23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'ral
- C22-5 Keeping Up With Krazy
- C22-6 Mouse Blanche
- C23-1 Panhandling On Madison Avenue
- C-23-2 Fizzicle Fizzle
- C23-3 Sailing Zero
- C23-4 Fix That Clock
- C23-5 A Friend In Tweed
- C23-6 The Once Over
- C23-7 Service With A Smile
- C23-8 Call Me A Taxi
- C23-9 Highway Slobberly

### SPECIAL

- B23-1 Jamboree At Marathon
- B23-2 Wyoming Snapshot

### SPORTS IN ACTION

- D23-1 Festival Of The Bulls
- D23-2 Sky Divers

- D23-3 Speed On Ice
- D23-4 Best In Show
- D23-5 On The Bounce

## 20th Century-Fox

### MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

- 7313 (June) Pope John XXIII

### MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

- 7301 (Jan.) Two On A Pass
- 7302 (Feb.) Maine, U.S.A.
- 7303 (March) Sports, Wacky and Wet
- 7304 (April) Fairytale Land—Denmark
- 7305 (May) San Fan See
- 7306 (June) Rangers of Yellowstone
- 7307 (May) Bermuda Moods
- 7308 (July) Green Gold
- 7309 (Nov.) Atomic Lady
- 7310 (Dec.) Tasmania
- 7311 (Dec.) The Swedish Look
- 7312 ( ) Portugal

### TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

- 5401 (Jan.) Roc-A-Bye Sinbad
- 5402 (Feb.) The Red Tarcator
- 5403 (Mar.) Brother From Outer Space
- 5405 (Apr.) King Rounder
- 5406 (May) Short Term Sheriff
- 5407 (June) The Kisser Plant
- 5411 (July) Adventure By The Sea
- 5408 (Aug.) Oil Thru The Day
- 5409 (Sept.) Outer Galaxy Gazette
- 5410 (Oct.) The Gold Dust Bandit
- 5404 (Nov.) Search For Misery
- 5412 (Dec.) Molecular Mixup

## United Artists

### PINK PANTHER COLOR CARTOONS

- 6551 (Dec.) Pink Phink
- 6552 (Feb.) Pink Pajamas
- 6553 (Mar.) We Give Pink Stamps

### SPECIALS

- 6480 Chagall (3 reels)
- 6470 Beatles Come To Town
- 6471 This Is Jordan (3 reels)
- 6472 Dave Clark Five

## Universal

### TWO REEL SUPER SPECIALS

- 4501 (Jan.) Bigtown Village
- 4502 (Mar.) Casey At The Met(s)

### SPECIALS

- 4504 (Dec.) Football Highlights Of 1964
- 4505 (Feb.) Yesterday's Big Story

### COLOR ADVENTURES (One Reel)

- 4571 (Jan.) Keep America Singing
- 4572 (Feb.) Flying Fisherman
- 4573 (Mar.) Peewee Leaguers
- 4574 (Apr.) The Great River
- 4575 (May) Aquacapers

### WALTER LANTZ COLOR CARTUNES

- 4511 (Jan.) Three Little Woodpeckers (WW)
- 4512 (Jan.) Case Of The Elephant's Trunk
- 4513 (Feb.) Woodpecker Wanted (WW)
- 4514 (Feb.) Fractured Friendship
- 4515 (Mar.) Birds Of A Feather (WW)
- 4516 (Mar.) Guest Who?
- 4517 (Apr.) Canned Dog Feud (WW)
- 4518 (Apr.) Half Baked Alaska
- 4519 (May) Janie Get Your Gun (WW)
- 4520 (May) Davey Cricket
- 4521 (June) Sioux Me (WW)
- 4522 (June) Pesty Guest
- 4523 (July) What's Peckin' (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 3701 (Oct.) Panchos Hideaway
- 3702 (Nov.) Tequilla Mocking Bird
- BUGS BUNNY SPECIALS
- 2721 (10-19-63) Mad As A Mars Hare
- 2722 (1-18-64) Dumb Patrol
- 2723 (Mar.) Dr. Devil And Mr. Hare
- 2724 (July) False Hare

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 3301 (Sept.) Hair Conditioned
- 3302 (Sept.) Broom Stick Bunny
- 3303 (Oct.) Rocket By Baby
- 3304 (Nov.) Tree Cornered Tweety

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

- 3001 (Sept.) Where Winter Is King

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

- 3801 (Nov.) Riviera Revelries



# CLASSIFIED ADVERTISING

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**INTERNATIONALLY KNOWN** art theatre with large devoted following from Bucks County, Princeton, N. Y. and Phila. Beautifully renovated exterior. Good, growing gross plus other revenue. 35mm and 16mm. Write **BOX 279**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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**COMPLETELY EQUIPPED BOOTH**—Simplex heads, screen, amplifier and speakers, etc. Now in 7 day operation. Must be sold immediately to make room for new equipment. At sacrifice price \$3,000.00. Contact **CABOT THEATRE**, Chicopee, Massachusetts, LY 2-4641.

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that our supply of the new 1965  
**BOOKING CALENDARS** has been  
completely exhausted.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new **EMPLOYMENT SERVICE** is available to **ALL** theatres without reservation. It is not necessary to subscribe to **MOTION PICTURE EXHIBITOR** to avail yourself of this service. No other industry trade paper offers it! And it is completely **FREE!**

\*A **(W)OMAN** is also welcome . . . but in this preponderantly male business, she should specify her sex.

**SOMETHING NEW.** Free-lance Florida showman available. Indoor-outdoor manager, supervisor-checker, relief, advertising, exploitation—premiers, openings. Assignments by hour, day, week, month or year. Reasonable. Results. Try me. **BOX A122**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**YEAR AROUND EMPLOYMENT** for experienced drive-in manager in Cleveland area—with **GENERAL CINEMA CORP.**, 5390 Northfield Road, Maple Heights, Ohio. (129)

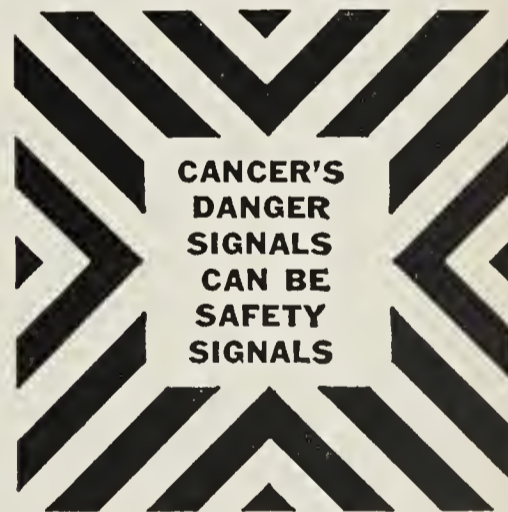
**WANTED POSITION** as relief or assistant manager. Worked 16 years for Century Theatres. Saber, experienced, reliable. **BEN MINDLIN**, 60-47 Woodhaven Blvd., Elmhurst, N. Y. 11373. (1125)

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**MANAGER**, free to travel. Desires theatre checking. Colorado company please note. Will cover California, Nevada, Arizona or you name. Considered taps. Best references available. **BOX A1125**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THIS SPACE CONTRIBUTED BY THE PUBLISHER



You can do two things to guard yourself against cancer: Have an annual health checkup. Alert yourself to the seven danger signals that could mean cancer: 1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore that does not heal. 4. Change in bowel or bladder habits. 5. Hoarseness or cough. 6. Indigestion or difficulty in swallowing. 7. Change in a wart or mole. If your signal lasts longer than two weeks, go to your physician. Give him the chance to give you the chance of a lifetime.

**AMERICAN CANCER SOCIETY** 

Address all Correspondence to— **The A—MAN Corner** } Motion Picture Exhibitor } 317 N. Broad St., Phila., Pa. 19107





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Diamond ring from Van Cleef & Arpels, Inc.

**SPARKLE GETS THEM!** Sparkle in story . . . sparkle in action. Sparkle brought to life, made real by sharp negatives and prints. That's why it pays to GO EASTMAN ALL THE WAY—both negative and print-stock. And, while you're at it, be sure to give your laboratory time to do its job right. For the purchase of film, technical service and advice write or phone: Motion Picture Products Sales Dept., **EASTMAN KODAK COMPANY, Rochester, N. Y. 14650**, or the regional sales divisions, 200 Park Avenue, New York, N. Y.; 130 East Randolph Drive, Chicago, Ill.; 6706 Santa Monica Boulevard, Hollywood, Calif.

**EASTMAN FILM**



MOTION PICTURE

# EXHIBITOR

DECEMBER 16, 1964

Volume 72

Number 22

IN THREE SECTIONS • THIS IS SECTION ONE



## Films, TV Create Good U.S. Image

(See page 6)

## Physical Theatre— Extra Profits Dept.

Shirley MacLaine scores the winning touchdown for Fawz U against Notre Dame in 20th-Fox's "John Goldfarb, Please Come Home." The Irish are not amused. (See story on page 5)

**A FOUNDATION OF FAIRNESS** . . . see editorial—page 3





One in a series of messages to advertisers

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No advertiser can afford expensive guessing. Positive proof of circulation should be demanded. Vague generalities should be discounted. Charts, formulas, and promises are not readers, and can lead your advertising off sales target.

The actual circulation figures...verified count...of this newspaper are available through the report of the Audit Bureau of Circulations.

Exactly how many units of your advertising are delivered into the hands of paying customers? How much do they pay to see your advertising? Where and how is this advertising being delivered?

This is the type of circulation information that helps keep your advertising and advertising budget aimed in the right direction. No camouflage, just facts and figures.

Insist on circulation proof when you buy advertising — be ABC-sure.

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MOTION PICTURE

# EXHIBITOR



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 72 • No. 22

DECEMBER 16, 1964

OUR 46th YEAR

## A FOUNDATION OF FAIRNESS

DURING THE RECENT PRESIDENTIAL ELECTION, without going into the merits or shortcomings of either candidate, we read a statement that is worth repeating. Barry Goldwater is reported to have told this to his 20-year-old son:

*"There is no foundation like the rock of honesty and fairness, and when you begin to build your life upon that rock, with the cement of the faith in God that you have, then you have a real start."*

Honesty and fairness—their importance can't be overstated. Yet some of this industry seems to have forgotten what these words mean. When a distributor kicks an old customer in the teeth to create a competitive situation when none should exist, and excuses such actions by claiming he fears a possible lawsuit if he does what is right, then honesty and fairness go out the window. When he sells a theatre a picture for an exorbitant price—more than the theatre can possibly gross—then he is doing his best to ruin a customer whose support he has enjoyed for many years.

There are ever so many instances of business practices that would shock even the blase Justice Department and Federal Trade Commission if they were bared for public scrutiny.

It is a known fact that some exhibitor customers have greased the palms of certain distributor representatives at Christmas with as much as \$1,000. Why? The spirit of brotherly love that should enter everyone at the Christmas season? Unfortunately, we all know better. In the long run, of course, the industry suffers and so does the Department of Revenue since neither party to the transaction is likely to report it. Is it any wonder that men whose lives have been wrapped up in the motion picture industry react with suspicion and distaste to many of its current business practices.

## POINTING A FINGER AT A FINGER-POINTER

NEWSPAPERS ARE IN AN ENVIABLE POSITION when it comes to being able to throw their weight around. This is a power that carries with it a responsibility to their communities, their readers, and even their advertisers. However, it would appear that no restraint is necessary if the target for a newspaper's wrath happens to be the motion picture industry.

Mike Royko (did you ever hear of him?) writes a column for the Chicago Daily News and is syndicated in other papers as well. Recently, Mr. Royko devoted considerable space to a bit of nonsense headed, "What Happened To Movie Sneaks?" This titillating article deals with kids sneaking into the movies without paying. Mr. Royko expresses disappointment that the grand sport of chiseling the local theatre seems to be declining.

Can anyone imagine a sillier subject or one that has less interest for readers of any age? The columnist continues by explaining the many ways kids used to sneak into the local

How can a seller in good conscience demand impossible terms when he must know from his own experience that he will kill off his customers by such a practice? How can he sell pictures at top terms before they have been seen by the buyer—sometimes before they have been finished? This is unfair and it is dishonest. Those words may be strong, but they are also true. It is almost as if the seller prefers to keep the buyer in ignorance. Why else would he forbid trade papers from reviewing films until just before they hit the first-runs? Must the industry remain under the heel of fear and distrust?

There was a time when motion pictures were sold to the best-operated theatres in the best locations. Now theatres far from the center of population, without matinees, showing only two performances each night are winning top pictures. This is why established theatres in great numbers are either closed or on the market.

We know of one distributor who refused to sell two of his pictures on a double bill for years. Then he was threatened with a lawsuit and changed his policy. This same distributor had a policy of no flat buys, but the policy only applied in a so-called "sucker" territory. Elsewhere, no such problem exists.

Everywhere we see evidence of a policy of "take from the needy to give to the greedy." For the past few years, the period between September and December has seen releases of worthwhile films slowed to a standstill. Despite the efforts of such dedicated men as Edward L. Hyman, AB-PT executive, and TOA and Allied leaders, the situation persists. Theatres need orderly release to stay alive, but who cares?

As Mr. Goldwater says, a worthwhile life must be built on a foundation of honesty and fairness. Without such a foundation, our entire industry will crumble.

theatre. What he offers, in effect, is a blueprint for delinquency. Yet this same newspaper will devote columns of news and editorial space to crying about the increase of crime and lawlessness among teen-agers.

Our sense of humor is as well developed as the next fellow's. We can understand Mr. Royko's nostalgia for the past and fond remembrances of his own youth. However, it is hard to see how sneaking into a theatre without paying is any different from stealing candy from a store or shoplifting at a supermarket.

There are enough pressures on today's youngsters designed to get them in trouble without newspapers adding to them by condoning lawless behavior. These papers are always quick to point the finger of blame at motion pictures as a cause of delinquent behavior. Gentlemen, the real culprit may be a lot closer to home.

**In order to be an opinion-maker, you've got to have opinions!**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

John Feloney, 56, Buena Vista salesman in the Boston office, died of a heart attack. Surviving are his wife and two children. He had been with Buena Vista nearly 10 years, and prior to that was associated with 20th Century-Fox.

### New Eric For Phila.

PHILADELPHIA—The first new motion picture theatre in center city Philadelphia in over 10 years and the first ever built on Walnut street in midcity will be opened by Sameric Theatres, it was announced by Samuel Shapiro, president of Sameric.

The new theatre will be known as the Eric on Rittenhouse Square. It will have a capacity of 250 and will include the latest in divan seating. There will be a high fashion lounge with a selection of teas and coffees and tea sandwiches served to patrons between performances.

Armand Carroll, Carroll and Stephenson, is the architect. Construction will start early in January, with the opening set for late in the spring.

The Eric on Rittenhouse Square will feature the latest American and foreign art films, along with unusual short subjects.

### Wisc. Allied Officers

MILWAUKEE—Allied of Wisconsin named Ben Marcus as chairman of the board; Edward E. Johnson, president; and Gerry Frazen, vice-president. Lawrence Beltz was elected treasurer, and Henry Kratz was named secretary.

### CLARIFICATION

Last week, in an editorial column titled "THE PUBLIC GETS ONLY WHAT IT SUPPORTS," we discussed the attitude of the Catholic Church toward films, with particular emphasis on the Legion of Decency report presented to U. S. Bishops in Rome by Archbishop John J. Krol of Philadelphia, chairman of the Episcopal Committee for Motion Pictures, Radio and Television.

We referred to Archbishop Krol's apparent lack of interest in motion pictures and his refusal to screen current films for himself and stated that we did not consider him qualified to judge motion pictures.

We have been informed that Archbishop Krol is only indirectly involved in the judging and reviewing of films in his capacity as Episcopal Committee head. These activities are conducted instead under the aegis of the Legion of Decency. We are glad to clarify this point for our readers and regret any misunderstanding caused by the column.

Our main point remains, however. If the Catholic Church would make the same effort to support good family entertainment that it expends in attacking films in questionable taste, more family films would be produced.

JAY EMANUEL

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., DEC. 14

## "Golden Circle" Playoff Is Seven Arts' "Showcase"

NEW YORK—A new concept in the exhibition and merchandising of "art" films in the Greater New York area under the aegis of "Seven Arts Golden Circle Presentation" was outlined to 33 leading metropolitan exhibitors at a luncheon held at the Four Seasons Restaurant.

The plan, patterned in part after the successful Showcase plan for general product, calls for a selected number of theatres simultaneously playing a specialized film with an East Side theatre under a unified program of publicity, advertising, and exploitation.

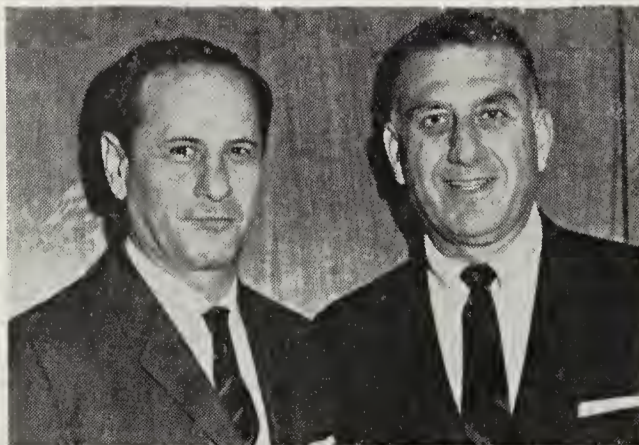
The "Golden Circle" program was detailed by Harry Goldstone, general sales manager for Seven Arts Pictures, the new distribution division of Seven Arts Productions, and Edward S. Feldman, vice-president in charge of advertising and publicity for Seven Arts.

Goldstone asserted that this new film selling program for "art" pictures is designed to make outstanding international films accessible to patrons near their homes. The Manhattan "art theatre" still has its important place, but Goldstone feels that a certain amount of local area business is lost because a film is not easily accessible to the public.

Goldstone advised the group that he planned to commence the program in January with such Seven Arts Pictures' release as "Taxi to Tobruk," "Symphony for a Massacre," "Maedchen in Uniform," "Facts of Murder," and "The Sleeping Car Murders."

Also representing Seven Arts were Sam Sigman, assistant general sales manager, and Harry Fellerman, eastern divisional sales manager.

Circuit executives attending the luncheon were Charles B. Moss and Larry Moss, B. S. Moss Theatres; Marty Levine and Phil Levine, Brandt Theatres; Sylvan Schine and Charles Call, Century Theatres; Ed Schuman and Sheldon Gunsberg, Walter Reade Theatres; Don Rugoff, Sid Deneau and Wright Lewis, Rugoff Theatres; Tom Rogers, Trans-Lux Theatres; Ed Fabian, Hank Goldman and Jerry Horowitz, Fabian Theatres; Cy Frank, Town and Country; Sid Klein, Film Bookers; Norman Elson, Guild Theatres; Meyer Ackerman, Bob Furman and Lou Allerhand, F. & A. Theatres.



Eli Wallach, left, one of the stars in Columbia's "Lord Jim," is seen with Columbia vice-president Robert S. Ferguson at a recent New York conference.



## BROADWAY GROSSES

### "Father Goose" Is Sugar Daddy

NEW YORK—A bombastic bow for "Father Goose," bowing at Radio City Music Hall with the famed Christmas stage show, and the continued capacity run of "My Fair Lady," at the Criterion led Broadway first-runs in this pre-holiday week. The estimated breakdown was as follows:

"FATHER GOOSE" (U). Radio City Music Hall, with Christmas stage show, announced a smashing \$210,000 for the first week.

"SLAVE TRADE IN THE WORLD TODAY" (Continental). DeMille reported \$16,000 for the third week.

"GOODBYE CHARLIE" (20th-Fox). Warner reported \$9,700 for the last five days in the fourth week.

"THE AMERICANIZATION OF EMILY" (MGM). Loew's State announced that the seventh week would hit \$23,000.

"FIRST MEN IN THE MOON" (Columbia). Loew's Capitol garnered \$8,000 on the third week.

"TOPKAPI" (United Artists). Astor reported a strong \$12,500 for the 13th week.

"MY FAIR LADY" (WB). Criterion continued capacity with \$59,130 for 10 performances in the eighth week.

"YOUNGBLOOD HAWKE" (WB). Rivoli announced \$7,000 for the sixth and last week.

"FATE IS THE HUNTER" and "BACK DOOR TO HELL" (20th-Fox). Palace reported \$16,000 for the opening week.

### Carter Wins Republic Fight

NEW YORK—Victor M. Carter was re-elected president and board chairman of Republic Corporation at a special meeting of directors. Legal efforts by Robert L. Huffines, Jr., and others representing the BSF Company were finally defeated by a New York Court of Appeals decision. The seating of the new directors gives Carter a majority of Republic's 21-man board.

### New General Cinema House

NEW YORK—Berk, Berk and Warwick, Ltd., real estate brokers specializing in motion picture theatre sales, have completed negotiations with General Cinema Corporation for the long term leasing of a deluxe 1700-seat theatre to be located in the new Central Shopping World presently under construction at 2500 Central Park avenue, Yonkers, N. Y. The theatre, to be known as The Cinema, will be the largest single auditorium shopping center theatre in the entire 73-unit chain of General Cinema. Central Shopping World was built and is owned by Mortimer Reznick and Irvin Wanderman.

### "Hope" Award To Milgram

PHILADELPHIA—David E. Milgram, president, Theatre Owners of Pennsylvania, and head of Milgram Theatres, was honored by the City of Hope with its "Torch of Hope" Award for 1964 at a dinner attended by over 800 persons, including a large representation from the film industry. Sylvan M. Cohen, Esq., and Jack Beresin were co-chairmen.



# Notre Dame Expels "Goldfarb"

## SW Record Income Shows It Pays To Diversify

NEW YORK—Stanley Warner Corporation in its annual report for the year ended Aug. 29 shows merchandise sales of \$115,631,000 and theatre and television revenues of \$40,697,000. The \$115 million figure for merchandise sales indicates the extent of the company's diversification program begun in 1954. Merchandise sales for the 1964 fiscal year were \$10,999,000 or 10.5 per cent over the sales for the 1963 fiscal year.

Theatre and television revenues declined from \$42,061,000 to \$40,697,000, a decrease of 3.2 per cent. For the five year period ending Aug. 29, 1964, theatre and television revenues increased by \$293,999 although the number of theatres operated decreased from 241 to 226.

As previously reported, 1964 was the sixth consecutive year in which the total income of Stanley Warner rose to the highest level in the company's history. Such income for the 1964 fiscal year totalled \$156,328,000, which was 6.6 per cent over the gross income for 1963. Net income rose 40 per cent. In the 1964 fiscal year, net income was \$4,589,000, which compares with 1963 net income of \$3,283,000. The 1964 income is equivalent to \$2.24 per share of common stock outstanding, which compares with \$1.61 per share earned in 1963.

## Times Appoints Doll

NEW YORK—Jean Goldwurm, president of Times Film, has appointed Bill Doll and Company as national publicity and exploitation representatives to handle all major Times Film product to be distributed in this country.

## Theatre-Community Link Stressed By MPAA's McCutchen At Wis. Meet

MILWAUKEE — William M. McCutchen, community relations department of the Motion Picture Association of America, in his talk before the Allied Theatre Owners of Wisconsin at the 31st annual convention directed his remarks to education of the public to the motion picture today; film information and the role it can play in helping all exhibitors; and the importance of strengthening exhibitor relations with the community.

In commenting on the place of the motion picture in today's society, McCutchen said, "We want the public to regard the motion picture as it regards books, the opera, or legitimate plays—namely, as an art form as well as a wonderful means of entertainment. For like any other medium of communication, at its best, it is just that. Furthermore, we believe that a public aware of this fact will be a public more willing to take the responsibility for protecting the motion picture against those who would unjustly criticize and those who would unwisely censor. And from this educational process, we hope to develop new film customers, strengthen the movie-going habits of the patrons we have, and bring back some of that audience lost so many years ago."



R. W. Bolstad, president, Famous Players Canadian Corporation, recently presented the plaque awarded by the Canadian Pioneers as "Pioneer of the Year" to Robert Hurwitz, Winnipeg, Canada, left, who with his brother, Harry, were winners of the dual honor. Harry died shortly after the award was announced.

## N. Y. Film Division Budget

ALBANY—The 1965-66 budget proposed by the State Education Department for its Motion Picture Division provides an appropriation "approximately the same" as that voted by the Legislature to conduct operations during the fiscal year 1964-65. This was \$131,320, covering the salaries of 19 division employees, headed by Louis M. Pesce.

Motion Picture Division, which headquarters in New York City, with broad supervision from Albany, staffs a director, assistant director, four reviewers, five inspectors, two projectionists, principal clerk, senior clerk, senior stenographer, two stenographers, and a mail-supply helper.

On the matter of film selection, McCutchen said, "The importance of film information lies in having the public take the responsibility for selecting the films it wants to see. In other forms of communication, the public does this. Certainly, there are few among us who would buy a book without examining it or reading about it from that vast amount of literary information always readily at hand. The public selects what it wants to read. The public should also select what it wants to see."

Remarking on the exhibitor's place in the community, McCutchen said, "By getting to know your community, we feel you will have a better understanding of what it likes, and more important, what it dislikes. In booking a film, preparing a special promotion, or creating that new ad, such knowledge can save you time, money, and worry. Your job becomes that much easier because you have opened the channels of communication with your community; you now have some idea of what type of film your patrons will support. We believe this knowledge must result in a bigger boxoffice and more new friends for you."

## Irish Turn Green, File Suit To Prevent Fox From Releasing Film 17 Months After Novel

NEW YORK — The University of Notre Dame, with President Theodore M. Hesburgh co-signing as plaintiff, filed suit in N. Y. Supreme Court seeking to enjoin 20th Century-Fox from releasing "John Goldfarb, Please Come Home," its Christmas release.

With Doubleday and Company, Fawcett Publications, and author Peter Blatty also named, injunctions are also sought to restrain distribution of the original book and the paperback.

It is alleged in the suit that the defendants are "knowingly exploiting for private benefit the high prestige and good name of the University without consent and over its objections."

The film company, in rebuttal, stated, in part: "It is difficult for us to understand what has motivated Notre Dame 17 months after publication of the book in July, 1963, and only days before the first engagements of the film, to take legal action to enjoin the release of the picture, and the further distribution of the novel."

The suit alleges that Notre Dame symbols including the football team play a dominant role in the book and the picture. It is further contended that the public is being confused "into believing that Notre Dame is connected with the picture, and its distribution will cause irreparable damage." Father Hesburgh also seeks to enjoin the use of his name for advertising purposes.

20th Century-Fox further said, "The film is obviously a good natured lampoon of contemporary American life and international affairs and was produced in the long tradition of American comedy which enables us to laugh at ourselves. It is unfortunate that Notre Dame is trying to transform a zany fantasy into a realistic drama."

The picture is said to represent an investment in excess of \$4,000,000, including prints and advertising, and is contracted to open in over 200 leading theatres in key cities of the U. S. during the coming holiday season, to be followed immediately afterwards by hundreds of other dates.

The court heard arguments and reserved decision, promising to act shortly in view of the film's holiday dates.

## Metromedia Acquires Packer

NEW YORK—Metromedia, Inc., and Packer outdoor advertising companies have signed an agreement for the purchase by Metromedia of all of Packer's operations.

The purchase price is in excess of \$10,000,000, John W. Kluge, president and chairman of the board of Metromedia, and Harry H. Packer, chairman of the Packer companies, stated in a joint announcement.

The transaction would be effected by the acquisition for cash of all of the assets of the Packer companies which operate principally in the state of Ohio. Kluge stated that upon completion of the transaction, Packer will operate as the central division of Foster and Kleiser, a division of Metromedia, Inc.



# USIA Surveys Show U.S. Films, TV Received Favorably In Other Lands

NEW YORK—The United States Information Agency has completed a number of surveys on the impact of American motion picture and television programs on foreign audiences. Among them is a report on the effect of American television programs in Buenos Aires, Argentina; Caracas, Venezuela; and Sao Paulo, Brazil. As with previous surveys made by the Agency concerning the impression created overseas by the showing of American movies and television films, this one also shows an overwhelmingly favorable reaction.

U.S.I.A. reports that "the general impression of American life left by American tv programs was overwhelmingly on the credit side. Favorable impressions predominated over unfavorable impressions almost four to one in Caracas, five to one in Buenos Aires, and as much as 12 to one in Sao Paulo. . . . Favorable impressions resulted from the depiction of high living standards, harmonious family relationships, and (among those who enjoy westerns and crime stories) the dominance of law and order, and the efficiency of American law enforcement agencies."

Another recent survey made in Japan on the impact of American motion pictures resulted in findings very favorable to American films. This one was directed at a cross section of the Japanese population over 21 years of age.

"Although only slightly more than half of the Japanese go to movies, the reaction to American commercial movies among the half with opinions is decidedly favorable. American films rank next to their own as the choice of Japanese movie-goers, and the reaction of seven out of every 10 Japanese who see American films is that they are enjoyable.

"The predominant impression of American life left by our movie experts among the half with opinions is a favorable one. On balance, good impressions of high living standards and consumption levels, individual freedom and equal opportunity, harmonious family life and a spirit of optimism. Similarly, bad impressions are left by what is seen as excessive emphasis on sex, violence, and a materialistic perspective.

"Almost equal numbers of Japanese feel, somewhat contradictorily, that Hollywood presents a true picture of life in the U. S. and that the depiction is distorted in a favorable way by its avoidance of poverty and social problems and its exaggerations of material affluence. Credibility for the movies' portrayal of America is limited to the depiction of youth, women, and morals, and reactions to motion picture representation of these aspects of American life, as well as to the American standard of living, are predominantly positive.

"Sharp differences in exposure and preference for U. S. films are found among various age and educational levels. The younger and better-educated Japanese are exposed to American movies more often, rate them more enjoyable, and are left with a better impression of American life from them than are the older and less-educated."

An earlier report on the impact of American television programs in Japan revealed, "The widespread showing of America-made television programs on the Japanese tv system has exposed the American product to at least two-thirds of the adult population. The

predominant impression left in Japan by American TV presentation of American life is favorable.

Another U.S.I.A. survey featuring Western Europe showed that the impression of American life which U. S. movies and television programs create is more favorable than unfavorable. It is particularly interesting to note that this report says, "When attitudes are compared with exposure to movies, those who see American movies are much better disposed toward the movies' depiction of American life than are non-movie goers." In other words, disparagement is more likely to stem from people who speak from ignorance, since they do not see American movies.

Among those persons questioned who had an opinion concerning American movies: In England 6.3 per cent said they received a favorable impression of American life from our films and only 37 per cent an unfavorable impression. In West Germany 67 per cent of the impressions were favorable; in France, 53 per cent were favorable; and in Italy an overwhelming 85 per cent were favorably impressed.

Another earlier U.S.I.A. survey on "The Impact of Hollywood Films Abroad," covering 17 countries scattered throughout the world, also demonstrated that the image of America created by U. S. films in almost every instance was favorable. This survey came up with the interesting conclusion that while Hollywood films are more widely exhibited than those of any other country, they are not regarded by most viewers as their major source of information about the United States. Just as in the United States, people overseas go to their local publications for information, wherever such publications are available. They go to the movies for entertainment.

These comprehensive reports from all over the world effectively rebut the opinions sometimes expressed that American movies and tv programs leave a harmful impression of America on foreign audiences. This happens occasionally, of course, but the evidence clearly indicates that the effect on the whole is overwhelmingly in our favor.

The movies and television are the chief form of low cost entertainment available to vast portions of the populations of the world, with American movies occupying over half the screen time of the free world and American tv programs far and away the favorite television fare. They are virtually the sole means of communication (and clearly a very cordial one) between the great majority of people in the so-called underdeveloped countries of the world and the United States—because films have penetrated to the most remote areas, due to their great popularity, where American newspapers, books, and other forms of communication seldom are seen.

As Darryl F. Zanuck, president of 20th Century-Fox, stated recently, "Though maligned and attacked, and without particular honor in its own country, the American film has, by and large, been the most persuasive, all-pervasive purveyor of the American dream throughout the world. U. S. Embassies may be mobbed and sacked by anti-American rioters, but U. S. screen stars are still mobbed and cheered by pro-American film fans everywhere."

## Lazarus Joins Landau; Firm To Expand Schedule

NEW YORK—Paul N. Lazarus, Jr., for 12 years an executive of Columbia Pictures, has joined The Landau Company as a partner and executive officer, it was announced by Ely A. Landau, president.



LAZARUS

This important manpower addition to his organization represents the first major step in Landau's expansion plans for the future. He is presently distributing through his own company "The Servant" and the soon-to-open Cannes Grand Prix winner, "The Umbrellas of Cherbourg." In addition, Landau has two completed features as yet unreleased—"The Pawnbroker," starring Rod Steiger, and "The Fool Killer," starring Tony Perkins. Also on the Landau schedule is a major 12 production deal with the Actors' Studio, with "The Three Sisters" the first completed production.

It is understood that Landau will also participate in the completion of a partially finished independent film with which Lazarus has been identified for some months.

Lazarus wound up his activities as vice-president of STV Programs, Inc., the programming subsidiary of Subscription Television, the California-based pay television company which ceased operations after losing the public referendum on Election Day. In his tenure at STV, Lazarus was solely responsible for the procurement of all feature motion pictures shown. In this connection, he negotiated the STV contracts with United Artists, Paramount, Columbia, MGM, Universal, and Allied Artists.

Prior to his STV connection, Lazarus had served in both New York and Madrid as executive vice-president of Samuel Bronston Productions, Inc. Before joining Bronston in 1962, he had for 12 years been a member of the executive staff of Columbia Pictures and was a vice-president of the company from 1954 on. He joined the industry in 1933 with Warner Bros.

## Indies Seek Representation

LOS ANGELES—The Society of Independent Producers, Inc., has requested representation on the various pension and welfare boards of trustees, it was announced by Eugene Arnstein, executive vice-president of the newly formed organization.

Arnstein, who has served all connections as a director and representative of the Association of Motion Picture and Television Producers, has contacted the following groups: Motion Picture Industry Pension Plan, Motion Picture Health and Welfare Plan, Screen Actors Guild — Producers Pension Plan, Writers Guild—Producers Pension Plan, Motion Picture Relief Fund, and the Permanent Charities Committee.

Independent producers who are represented by the Society of Independent Producers, Inc., include Mirisch Corp., the Stanley Kramer Corp., Nelson-Engel Productions, Burt Lancaster's Norlan Productions, Panama-Frank's Parkwood Productions, Blake Edwards' Patricia Productions, J. Lee Thompson's Orchard Productions, Lawrence Turman, Inc., Herbert Leonard Enterprises, Inc., and Levy, Gardner, Laven's Bristol Pictures, Inc.



## Para. Shifts Sales Execs From New York To Field

NEW YORK—In a major realignment of its U.S. and Canadian distribution organization, Paramount Pictures is moving its sales managers into the field from the home office.

Charles Boasberg, general sales manager and president of Paramount Film Distributing Corporation, said that "each sales manager will be centrally located in the territory for which he is responsible. This will greatly facilitate a faster and more direct service for our exhibitor customers.

"I feel that because of the intense competition for playing time and the fast-moving changes in distribution patterns, it is imperative that we have the most streamlined and flexible operation possible. It could not come at a better or more opportune time, when Paramount has scheduled some of its most important productions in its history for the coming period."

Under the new arrangement, Hugh Owen, eastern sales manager, will continue to maintain his office in New York, and will be in charge of the New York, Boston, Buffalo, Philadelphia, Pittsburgh, Cleveland, Washington, and New Haven branches.

Tom Bridge, southwestern sales manager, will make his office in Dallas, supervising the Dallas, Kansas City, St. Louis, Des Moines, Minneapolis, Milwaukee, and Indianapolis branches.

Ed DeBerry, southern sales manager, will headquarter in Atlanta, where he will be in charge of the Atlanta, Charlotte, Memphis, New Orleans, Jacksonville, and Cincinnati branches.

Al Taylor, western sales manager, will be based in San Francisco, responsible for the San Francisco, Los Angeles, Seattle, Denver, and Salt Lake City branches.

Chicago, Detroit, and Canada will report directly to the general sales manager in New York.

## U-I Shifts Lorenzo

NEW YORK—The appointment of Augusto Lorenzo, presently Universal's manager for Chile, as manager for Argentina, replacing Enrique Pardo, who has resigned, was announced by Universal International vice-president and foreign general manager Americo Aboaf.

# Plans For "Lord Jim," Eight More Highlight Columbia Sales Meeting

## General Cinema Record Net Sparked By Theatre Surge

BOSTON — Preliminary figures for the fiscal year ended Oct. 31 indicate that General Cinema Corporation produced net earnings of approximately \$1,355,000, equal to \$1.34 a share, for an increase of 50 per cent over the \$902,875 or 89 cents a share in the year previous. Included was \$90,000 in non-recurring profit. In a progress report, Richard A. Smith, president, told shareholders that the company had also attained record sales of approximately \$20,500,000, a 32 per cent increase over the \$15,637,297 in sales in 1963.

"All of our operating divisions shared in the sales increase," Smith said, "and all but the bowling division showed improved earnings. The shopping center and drive-in theatre divisions accounted for the largest portion of these increases.

"During the year, 12 new shopping center theatres were opened and two drive-ins were acquired. We expect to open 18 to 25 new shopping center theatres this year, 14 of which are under construction."

## Murphy To Academy Post

HOLLYWOOD—Richard Murphy has been elected treasurer of the Academy of Motion Picture Arts and Sciences, succeeding the late Fred L. Metzler, it was announced by Arthur Freed, president.

The Academy's board of governors named Macdonald Carey to replace Murphy as assistant treasurer and, at the same time, voted to leave Metzler's executive branch seat on the board vacant in tribute to his services in behalf of the Academy.

John Green will serve as music director and conductor for the 37th annual "Oscar" Show of the Academy, it was announced by Joe Pasternak, producer.

The Awards Show will be carried over the combined radio and television facilities of the American Broadcasting Company on Monday, April 5, 1965, from Santa Monica.

NEW YORK—A score of key Columbia Pictures home office and field sales executives heard Columbia vice-president and general sales manager Rube Jackter declare that six important Panavision 70 premieres for Richard Brooks' "Lord Jim" during the month beginning Feb. 25 would "each be accorded a road-show campaign in the great Columbia tradition of 'Bridge on the River Kwai' and 'Lawrence of Arabia.'"

Jackter, who made his remarks as chairman of an important three-day sales meeting at New York's Drake Hotel, told the sales executives that "from the very moment Columbia decided to release 'Lord Jim,' the entire company has envisioned the picture as being in this blockbusting caliber."

The Columbia sales chief then outlined specific details of the six 70mm. premieres slated for "Lord Jim." They include the American premiere of the technicolor film at New York's Loew's State on Feb. 25 for the benefit of the Damon Runyon Fund, Inc.; the Los Angeles debut of "Lord Jim" at the Warner Beverly Hills on March 4 for the benefit of the Women's Guild of the Cedars-Sinai Medical Center; the Washington, D. C., debut on March 11 at the Apex; the Toronto opening on March 11 at the Fairlawn; the Vancouver opening at the Odeon on March 17; and the Chicago premiere on March 24 at the Cinestage.

Jackter said that in each situation, several charities have applied for the privilege of sponsoring opening nights and that final decisions would be made soon for all of the Panavision 70 premieres.

"The general release of 'Lord Jim' is slated for the summer," Jackter said.

The Columbia sales conference continued today with more discussion of "Lord Jim" and eight other important Columbia pictures to be released through the spring of 1965.

The films under discussion, in addition to "Lord Jim," included Jerry Bresler's "Major Dundee"; Pakula-Mulligan's "Baby, The Rain Must Fall"; Bresler's "Love Has Many Faces"; William Wyler's "The Collector"; Richard Quine's "Synanon"; Harold Hecht's "Cat Ballou"; James Woolf's "King Rat"; and Irving Allen's "Genghis Khan."

The three-day agenda included the discussion of sales policy, sales merchandising, and general promotion of the films available from Columbia through the summer of next year. Sessions included a presentation on advertising, publicity, and exploitation of the 1965- product by Columbia vice-president Robert S. Ferguson and his staff.

Included among the executives attending the three-day sessions were field executives Sam Galanty, Harvey Harnick, Norman Jackter, Jack Judd, Ben Marcus, Harry Rogovin, Carl Shalit, Saul Trauner, Harry Weiner, and Milt Zimmerman.

## Publicity Firm Dissolves

NEW YORK — Publicity firm of Blowitz, Thomas, and Canton has been dissolved, and its Hollywood and New York offices will function as separate entities, it was announced by George Thomas, Jr., and Arthur H. Canton.

Thomas will head his own company in Hollywood, while Canton will maintain his New York office as Arthur H. Canton Co., Inc.



Cary Grant, whose latest film is Universal's "Father Goose," recently held a mass luncheon interview in New York with film critics and writers, and is seen here flanked (left to right) by Herman Kass, U's executive in charge of exploitation; Philip Gerard, eastern publicity director; Paul Kamey, eastern publicity manager; Peggy Doyle, Boston Record American; and Allen Widem, Hartford Times.



# Resurgence Of Downtown Detroit Means New Life For Many Theatres

By ARTHUR HERZOG  
MPE Detroit Bureau

DETROIT—In recent years, some of the Detroit columns appeared to have found their way into this publication by mistake—they seemed written for the real estate section of a newspaper. But they were not mistakenly destined.

The first and most important thing any aspiring exhibitor does is to determine location. A theatre can't be moved around if you've made a mistake. Subsequently, what happens to any area determines whether you prosper, or darken your house forever.

When this correspondent first began to operate here 15 years ago, he was struck by a condition that those who had always lived here found quite normal: the downtown section looked to a newcomer as if this was a city which had been bombed out during World War II.

There had been no new building in 25 years. Contra, buildings had been razed to save taxes, including theatres. Over 20 per cent of prime downtown real estate lay bare or had been turned into parking lots. Businesses and residents were fleeing to the suburbs.

In his naive fashion, your correspondent asked some of his new-found friends in distribution, "How come all first runs are concentrated in a downtown quarter-of-a-mile radius? Wouldn't it make sense to open films where the folks are, not require them to drive up to 15 miles each way to see a new picture?" He was told, "You'll never see the day first runs play away from downtown." Your unsophisticated one disagreed, but he presently learned that if he wanted to live long enough to see his prediction come true he'd better not mention it in front of a downtown exhibitor.

Things got worse up to around five years ago. Downtown exhibition had to live with it and struggle to live. Two didn't, and others barely breathed.

A few years back, it happened. Downtown no longer had a monopoly on first-run product. And this was, and is, a real problem, especially during the drought seasons of disorderly release.

Ironically, things began to perk up downtown, and that's when these columns began reporting the long-range change. There have been residential developments, huge government buildings, hospital centers, new skyscrapers, restaurants, under-ground garages (adjacent to theatres), apartment buildings, civic and other developments including a \$54 million convention hall. Next March, among many new downtown motels, there will open the first new first class downtown hotel in nearly 40 years. Things are really on the move. With each report comes the certainty of hundreds or thousands of people coming back.

About three years ago, one of Detroit's oldest, best, and biggest department stores, Kern's, closed its doors. This block, across from the J. L. Hudson Co., is in the hub of the downtown sector. It looks awful and deserted. As comparison, it would be as if the personnel of R. H. Macy in New York came



In between scenes at Columbia's "Born Free" location camp in Kenya, East Africa, are Joy Adamson, author of the original best-seller; co-producer Paul Radin; and executive producer Carl Foreman, seated.

## Britt Rejoins Embassy-TV

NEW YORK—Charles Britt has rejoined Embassy Pictures Television as southern sales manager, it was announced by E. Jonny Graff, vice-president for the company's tv-division.

Britt, who resigned from Storer Television Sales, Inc., to accept the position, was previously employed as Embassy's representative in the south. His new duties will involve supervision of all southern sales including the "Sons of Hercules" and "Adventure 26" titles, and the new cartoon series, "Dodo-The Kid From Outer Space," all in color.

to work one morning to find Gimbel Bros. shuttered.

This last allusion is what sparked this article.

Last week, we woke up to discover that the agonizing problem of what to do with the ghost in the midst of the living might be solved.

We found that probing, investigating, weighing, was a representative of that same R. H. Macy, seriously considering a \$40-50 million new department store on the site.

But that wasn't all. There were two more representatives. One came from Marshall Field's of Chicago, and the other from Nieman-Marcus of Dallas, all three bent on the same mission.

Coincidentally came the announcement that a hop and a skip from the Kern site, construction will start next month on a \$3.7 underground parking garage. Parking has long been a downtown department store headache.

Between local anxiety to dispose of the lot, available financing, and the interest to the point of revealing it publicly by three such behemoths as Macy's, Marshall Field's, and Nieman-Marcus, prospects seem good that again more patrons will be available to continue restoring downtown movie prosperity via customers, employees, and those taking up nearby residence as result of the development.

Between all this and the January opening of the legitimate downtown Cass converted to roadshowing, there is bound to be impact on Detroit releasing patterns once again.

## Green Sheet Releases Breakdown Of 1964 Films

NEW YORK — The Green Sheet, monthly survey of current films, published by the Film Estimate Board of National Organizations, released an analysis of the 210 films reviewed during the calendar year 1964. The 12 months' study shows the following breakdown of suggested audiences: A (Adults), 45, 21.43 per cent; A-MY (Adults-Mature Young People), 74, 35.24 per cent; A-MY-Y (Adults, Mature Young People, Young People), 56, 26.67 per cent; GA & C (General Audience and Children), 35, 16.66 per cent.

The Green Sheet committees representing the 10 national organizations screen all of the films carrying the Motion Picture Association of America's Production Code Seal, and a selection of non-seal foreign films that are being widely distributed and reported in the press.

The 10 national organizations whose film committee representatives screen several films each week represent a cross-section of social and religious views.

The organizations participating in the Green Sheet program are American Jewish Committee, American Library Association, Daughters of the American Revolution, Federation of Motion Picture Councils, Inc., General Federation of Motion Picture Councils, Inc., General Federation of Women's Clubs, National Congress of Parents and Teachers, National Council of Women of the U.S.A., National Federation of Music Clubs, Protestant Motion Picture Council, and Schools Motion Picture Committee.

## Santa Ball Aids Kids

NEW YORK—Alan King and Jack Carter will head the list of entertainers at the Third Annual Santa Claus Ball of the Foundation for Child Mental Welfare in the Grand Ballroom of the Waldorf-Astoria Hotel Sunday evening, Dec. 20. This year's gala will be highlighted with the presentation of the first "Santa Claus of the Year Award" to Edward R. Rosenbaum, chairman of the board, Dialight Corporation of New York, in recognition of his dedication and unstinting generosity to the cause of child mental health.

Gerald Darhansoff, Sterling National Bank and Trust Company, and Theodore S. Parver, El Morro Corporation, are chairmen of the dinner committee. Arnold M. Picker, executive vice-president of United Artists Corporation, is chairman of the entertainment committee.

All proceeds of the Ball will be applied to the Foundation's intensive and expanded program of therapeutic education and costly individual treatment for emotionally disturbed children.

## Brown Returns To Fox

HOLLYWOOD—David Brown, for many years an executive and story editor of 20th Century-Fox, has returned to the company in the newly-created position of executive in charge of story operations. He will report directly to Darryl F. Zanuck, company president, and Richard D. Zanuck, vice-president in charge of production.

Brown will make New York his base of operations and will operate on a highly mobile world-wide basis. The status and function of James Fisher, studio story department head, and Henry Klinger, head of the New York story department, remain unchanged.



## Air Tragedy Claims Lives Of Dr. Pepper Co. Execs

LA JUNTA, COLO.—Three ranking executives of the Dr. Pepper Co., Texas based soft drink manufacturer, and two other men lost their lives in the recent crash of a chartered plane in rugged country south of there.

Victims of the mishap were Ernest F. Marmon, executive vice-president of Dr. Pepper; Max W. McNeil, western sales manager; Max E. Green, national fountain sales manager; Greg Sherry, executive vice-president of Grant Advertising, Chicago; and the plane's pilot, J. A. Williss.

The twin engine craft, owned and operated by Mustang Aviation Co., Dallas, was spotted by the CAP after a two day search of the sparsely settled southeast corner of the state.

In the wake of the tragedy, new appointments have been announced by Dr. Pepper's president, Wesby R. Parker. Named as vice-president of operations was W. F. Massman; vice-president of manufacturing, Charles P. Grier; administrative assistant to Parker, Frank Doran; western sales manager, Woody Reeves; and Bill Hughes as manager, fountain sales.

## Rackin Signs Fox Pact

HOLLYWOOD — Martin Rackin, former head of production at Paramount Studios, has signed a multiple-picture deal with 20th Century-Fox, it was announced by Richard D. Zanuck, vice-president in charge of production.

The pact calls for Martin Rackin Productions to make an undisclosed number of major-budget motion pictures for 20th Century-Fox over a period of several years. Rackin and his executive officer, Alvin G. Manuel, will move onto the 20th-Fox lot on Jan. 1.

## Bloom To Col. Studio Post

HOLLYWOOD—William Bloom has been named executive story editor of Columbia Pictures at the Hollywood studio, it was announced by Mike Frankovich.

Bloom is returning to Columbia, where he functioned for many years as a producer and also as an executive in both the story and creative departments. In addition to his prior activity at Columbia, Bloom was a producer at 20th Century-Fox, RKO, and Seven Arts.

Bloom is replacing Kenneth Evans, who has taken an executive post at Paramount.

# Beacon Enterprises In Production; Theatre Division Adds Two In Chi

## Corpus Christi, Tex., Adopts Anti-Discrimination Law

CORPUS CHRISTI, TEX. — The City Council of Corpus Christi adopted an ordinance making it an offense to discriminate in places of public accommodation because of race, color, or ethnic origin.

A permanent human relations committee and the position of human relations administrator was created by the ordinance. A corporation court fine of from \$25 to \$200 will be levied on persons found guilty of violating the ordinance.

## Judge Denies Injunction Against Raleigh Cablevision

RALEIGH, N. C.—Superior Court Judge Walter Bone has rejected a request that the court issue a temporary injunction against a new Raleigh city ordinance allowing the use of the city street rights-of-way for cable television lines.

Opponents of the system had asked that a temporary restraining order be issued pending a final court ruling in the case. It was not indicated immediately whether an appeal will be taken.

Judge Bone said "Plaintiffs have failed to show that they will suffer any irreparable injury unless a restraining order is issued."

In his findings of fact, Judge Bone, however, noted that Southeastern Cablevision Company, which was instrumental in obtaining passage of the ordinance, proposes to erect a community antenna on its own property and to string cables on existing utility poles "in such a manner as not to obstruct, encroach upon, or directly use the city streets, sidewalks, or alleys."

The judge also declined to vacate an order signed by Judge J. William Copeland making Southeastern Cablevision a defendant in the suit along with the City of Raleigh. The opponents to cablevision had contended the firm was not a proper party to the suit and that their argument was only over the city's right to pass the cablevision ordinance.

LOS ANGELES—Sheldon Smerling, president of Beacon Enterprises, Inc., announced the formation of Beacon Film Productions, Inc., a wholly owned subsidiary of the parent firm, formed for the purpose of motion picture and television production.

Initial undertaking of the new company will be the production of 39 segments of "The Explorers," a half-hour television series to be produced with the cooperation of the famed Explorers Club. Production headquarters for the series will be set up in London, with segments to be filmed throughout the world.

Smerling announced that Beacon Film Productions, Inc., will produce the series in color in association with Carl Dudley who is noted for production of real-life adventure films.

Production will start in January following a European trip this month by Smerling and Dudley to open the London headquarters for the series.

Beacon Enterprises, Inc., also operates an extensive chain of roadshow motion picture theatres in both the U. S. and Canada.

Smerling also announced the acquisition of the Cinestage and Michael Todd Theatres in Chicago by Cinedome Theatres, the theatre operating division of Beacon.

The Michael Todd will be extensively refurbished by Cinedome, opening Dec. 15 with the Cinerama presentation of "Mediterranean Holiday." Both theatres will be maintained under a first-run policy, with two roadshow features opening in March: Columbia's "Lord Jim" bows at the Cinestage and 20th Century-Fox's "The Sound of Music" at the Todd.

Cinedome's highly successful roadshow operation functions in association with more than 600 outside ticket agencies throughout Illinois, which will henceforth also operate on behalf of the Todd and Cinestage showcases, in addition to the McVickers.

Acquisition of the two new theatres comes in followup to the announcement by Smerling of the purchase of Detroit's Cass, which is being re-named The Summit under the Cinedome management. Move is in line with Smerling's announced intention of acquiring theatres in downtown areas of major cities in which urban redevelopment programs are underway.

Smerling has appointed Ed Cassin as managing director of the Todd and Cinestage, with Robert Turner helming the McVickers.

## Paramount To Webb & Knapp

NEW YORK — Webb and Knapp, Inc., finally acquired the Paramount Building in Times Square in a transaction that totalled \$10,500,000. Title to the property passed from Paramount Pictures to the realty corporation. The theatre has been closed since last summer except for a few offbeat, short-lived shows.

Plans call for the removal of the theatre portion of the 33-story building and the installation within its framework of eight new floors which will match directly with the existing floors of the present office building, according to William Zeckendorf, Sr., head of the realty firm.



The Mayor and Mayoress of Middlesborough, Alderman and Mrs. G. R. Thomas, arrive for the official opening of the ABC, Middlesborough, England. Left to right are circuit controller Bill Carpenter, Mrs. Thomas P. Ashton, the Mayor, Bill Carlidge, Associated British Cinemas' assistant managing director, and manager C. S. Watson.



# The NEW YORK Scene

By Mel Konecoff

ROBERT FERGUSON, COLUMBIA VICE-PRESIDENT IN CHARGE OF ADVERTISING and publicity, at a conference introducing up-and-coming starlet Stephanie Powers, remarked that some people complain that the industry hasn't been getting any new stars. Not so, sez he. At Columbia, they have been aware of this problem and have been working steadily to overcome any shortage of new people. He noted that some exhibitors haven't exactly been helpful in this regard by still asking, "Who is in it?," before buying a picture. These are probably some of the same people who have been moaning about the need for new faces, thought he.

The reaction abroad, it was claimed, has been greater to new faces than in the U. S.

Joyce Selznick, who has been heading the talent search in the east, reported that much progress is being made, with a number of promising people under contract. They are being utilized in features, or in the tv end by Screen Gems, or in commercials made by the company's division devoted to that operation, or even in the Colpix Records end of the company. They are gaining much needed experience, and this is most important to their careers, the industry generally, and Columbia in particular. The studio, too, she noted, is doing its part as regards promising youngsters by providing needed coaching as well as vehicles to start the ball rolling. She estimated that the company could have 40 newcomers under contract, in work, or under option by the end of the year.

Miss Powers paid tribute to Columbia for the understanding, instruction, and treatment she has received from company executives, and she claimed that she had been learning by doing instead of observing. Columbia, she thought, was getting back to yesteryear by teaching and supporting promising people as they are learning. She is in the as-yet unreleased "Love Has Many Faces," and has appeared in "McLintock," "Palm Springs Weekend," "The Interns," "Experiment In Terror," and others.

**A MATTER OF RECORDED STRIFE: IT TOOK PRODUCER NATHAN KROLL 14 months to research material for "The Guns of August" and another eight months to put together the vast amount of material he uncovered for the film, which is based on Barbara W. Tuchman's Pulitzer Prize-winning and Book-of-the-Month best seller devoted to World War I. He retraced the path of the German Army digging up facts, never-before seen photos, records at teen halls, etc., and he brought back 160,000 feet of film, finally utilizing 12,000 in the finished film which Universal is releasing this Christmas in some spots.**

Kroll paid tribute to the cameramen of World War I, who did a fantastic job covering the fighting front activities. Some of the fimed files hadn't been opened in 25 years, and when some cans containing film records were opened in front of him, they contained nothing but dust.

Actor Fritz Weaver does the narration, informatively written by Arthur B. Tourtellot, who was at one time identified with the March of Time series. Author Tuchman was so impressed with the filmed version of her book that she wrote concerning the film: "The Great War and the pre-war years exist in our imaginations and on the printed page, but in this film, in rare pictures here put together for the first time, we see real people and real events in action as it really happened.

"With the skill and creative imagination of a great director guiding real actors, Nathan Kroll has woven these actual films of the period into a consecutive narrative of heart-breaking power."

Kroll has another project in the works, a non-documentary, but since the deal has not been put together in contract-signing form as yet, he preferred to keep it under wraps, he told us.

**FILM NOTES: EASTMAN KODAK, IN AN EFFORT TO ANSWER THE QUESTION, "Where are the film makers of tomorrow?" has been holding annual contests for youngsters of varying ages and awarding prizes for the winning entries, be they in 8mm or 16mm, with sound or without it. We saw a couple of the prize-winning efforts. One thing they do have is imagination as well as some embryo talent.**

We have a suggestion for the powers that be at Eastman Kodak. Why not take the winning films in each area to your local theatreman and ask him whether he wouldn't like to recognize the local talent via a special showing to which local press, the winner, family and friends, school officials, and classmates, etc., would be invited. If the theatre hasn't got the necessary equipment, loan it to them. It's a good way to advertise Eastman Kodak film and projectors, as well as providing good public relations and the recognition that some of the youngsters deserve.

Cities involved are Lawrence, L. I., N. Y.; Lafayette, Ind.; Glenside, Pa.; Paramus, N. J.; Hoplonsville, Ky.; Champaign, Ill.; Stockton, Calif.; along with many others, who received honorable mention.

**DO-IT-YOURSELF NOTE: A SELF-HELP PUBLICITY KIT FOR "LORD JIM" IS being sent out to exhibitors, Columbia branch managers and field exploiters, etc., to accommodate the growing collection of national newspaper and magazine breaks on the Columbia release. Dick Kahn, Columbia's ad-pub coordinator, thought that the loose-leaf binder will be filled to overflowing as each major break is reproduced and forwarded on for inclusion. He expects that all will receive pleasure from "watching the growth of the most pre-sold motion picture of 1965."**

## AA Toppers Discuss Plans For Upcoming Pix

NEW YORK—A sales meeting of Allied Artists division and district managers was held recently at the home office, conducted by Ernest Sands, general sales manager.

Plans for upcoming product were discussed with Jack Bernstein, general manager for Allied Artists in Canada; Harold Wirthwein, western division sales manager; J. E. Hobbs, southeastern division sales manager; J. A. Prichard, southwestern division sales manager; John Dervin, home office sales representative; Frank Thomas, midwest district sales manager; and Nat Furst, N. Y. branch manager.

Home office executives also in attendance with Sands were vice-presidents Ed Morey and Roger Hurlock; assistant general sales manager, Nat Nathanson; Roy Brewer, general operations manager; John Michelson, manager, sales contracts; and Jack Goldstein, national director of advertising and publicity.

Product for early release includes "Mara of the Wilderness," in DeLuxe color, starring Linda Saunders and Adam West; "Taffy and the Jungle Hunter," in Technicolor, starring a baby elephant, a young boy, and a chimp in wildest Africa; "White Savage," in color, a story of two Navy men who discover a "virgin" island with eight lovely young ladies who have never seen a man before; Nick Adams in "Young Dillinger"; and Elvis Presley in "Tickle Me," in Panavision and color, and featuring Jocelyn Lane.

## Perlberg-Seaton End MGM Pact

HOLLYWOOD — William Perlberg and George Seaton have asked for, and have been granted, a release from their production contract at Metro-Goldwyn-Mayer. The pact, which had two years to run, will terminate immediately. Plans call for Seaton to return to the studio on June 1 to direct "Merrily We Roll Along," which Perlberg has prepared for production.

## Circuit Exec Wins Ill. Seat

SPRINGFIELD, ILL.—J. David Jones, advertising director and management supervisor for Kerasotes Theatres Circuit, has been elected to the Illinois Legislature. Jones will be seated as one of the 59 Republicans in the House of Representatives. Jones ranked 17th in a field of 118 candidates of his party in the first "at-large" election in political history.



Italian film producer Angelo Rizzoli, right, and Irving Sochin, left, vice-president and general sales manager of recently-formed Rizzoli Film Distributors, Inc., have set the distribution schedule for Rizzoli product throughout the U. S. and Canada.



# LONDON Observations

By Jock MacGregor

WITH RATIONALIZATION CLOSING OUTMODED AND REDUNDANT CINEMAS and the public shopping for entertainment as never before, distributors are revising selling policies. Rarely now does an exhibitor find himself saddled with unwanted product to get a hit. It has been found more profitable for all, save some producers, to foster extended and repeat runs than waste the limited invaluable playing time on something which may ultimately result in adjusted terms. Some who are riding high even seem to run away from subjects which are not readily accepted by the ABC or Rank circuits and not to go after the houses which do not automatically take the circuit releases, even though they have had pictures on the shelf for more than a year.

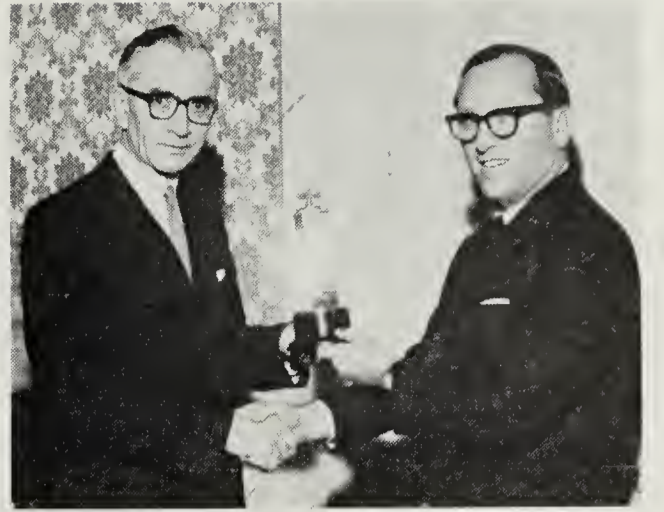
Privately, there are majors who admit to such changes but complain that some smaller distributors get dates purely by underselling. As one added, however, "Today, it is the big sell or the goodwill sell—you can't indulge in both." The strange thing is that many exhibitors do not seem to be conscious of the trend. They scream that the extended runs in the higher priced centre theatres are milking the subsequent halls, but overlook that they could have earlier if not first run of product which is squeezed out as a result. One can but wonder how many exhibitors slavishly book the presold circuit programs rather than something else mainly to avoid the trouble and cost of mounting their own exploitation. Many who do are doing well as in this motor age they can call on a far wider area. But as one sales chief moaned over a going home beer in a Wardour street pub recently: "You can't even get them to take a reissue unless a circuit books it first."

Recently, there have been more second thoughts regarding release programs than for years. First "Youngblood Hawke" was replaced on ABC by the "Murder Most Foul"—"Rhino" combo, which was earmarked for Christmas and dated to play later with "Kisses For My President." This unit was then postponed to next year when it was decided to cash in on phenomenal publicity by giving "The Carpetbaggers" an unprecedented two weeks run at 108 London theatres. To balance this, "A House Is Not A Home" was brought forward and the "Tomb of Ligeia"—"Black Sabbath" unit and "Of Human Bondage" were put back. Now, "36 Hours" goes out with "Honeymoon Hotel" on Dec. 15, and "Cheyenne Autumn" will be the regular release for Christmas week when another roadshow subject, "Circus World" ("Magnificent Showman" here) will be on Rank, who have also had their changes. "Third Secret," which teamed with "Can Can" or another reissue, has not been booked by all the London theatres which normally take this release. Instead, they are reviving "Magnificent Seven" which has been doing big in selected houses. The marathon UA program which I mentioned recently has also been adjusted. "Ferry Cross The Mersey," an entertaining juvenile romp featuring Jerry and The Pacemakers, will go out with "Those Who Think Young" in place of "Flight from Ashiya." Needless to say this has wrought havoc with poster and advertising plans.

**AN INTRIGUING SITUATION HAS RISEN FROM THE REVISED THINKING PERMITTING five year old pictures on tv. The levy which exhibitors contributed to the Film Industry Defense Organization to buy tv rights and the ban on producers who sold to tv worked wonders. Now the producers have the right to buy the covenants back at cost—if they have the money, of course—and sell the pictures to tv if they feel they can make more. While the money paid for groups of pictures is attractive, the right reissue can do fabulous business here. The 25 year old "Snow White" is getting a full Rank circuit release, and the even older "All Quiet On The Western Front" is clicking on a combo with "To Hell and Back."**

**DROPPED IN AT SHEPPERTON STUDIOS WHERE JAMES H. HARRIS, PRODUCER of "The Killing," "Paths of Glory," and "Lolita," is trying his hand at directing as well with "The Bedford Incident." Here indeed is a man absorbed in his work. Over lunch, I found that he is living the picture, has every scene etched in his mind, and has thoughts for little else. Today, the hardest problem facing a producer is finding a subject which appeals to him—and to a distributor—for without such support finance is nearly impossible. When he read the galley of what was to become Mark Rascovich's best seller about the U. S. destroyer Bedford's Arctic patrol and tracking by a Russian submarine, he knew it was for him and quickly acquired the rights. He felt it would be a natural for Richard Widmark and discovered when he approached him that he already liked it so much that he had been trying to find out who was filming it. They signed and he made Widmark his co-producer. Harris is obviously enjoying his additional chore and freely admits to being enormously helped by the professionalism of his cast. After lunch, I watched him directing on an impressive reconstruction of a ship's bridge, and with Widmark, Sidney Poitier, Martin Balsam, Wally Cox, and James MacArthur on call, it was hard to realise that I was at Shepperton, England, so American was the scene. Columbia will release.**

**IT IS LONG SINCE A PICTURE GOT SUCH RAVES AS JOE LOSEY'S "KING AND Country," which has opened at the Carlton. It is shattering, offbeat, anti-war, with a 1917 setting. ABC booked it, and it could be a real sleeper. Dirk Bogarde can never be underestimated. He is among the few who mean consistent business here. . . . Advertises for Peter Rogers' tongue in cheek "Carry on Cleo" bear an impish resemblance to those for THAT epic, save that the reclining sex symbol is quite definitely winking. . . . The police were not amused by an American publicist cashing in with a fabricated press release when there was a holdup at a studio. . . . Rank is adding a winter sports centre in the Scottish Highlands to its diversified activities and is issuing credit cards for its hotels, feeding establishments, gas stations, etc., now spreading out across Europe. . . . While still doing big business, Sam Spiegel's "Lawrence" is being withdrawn after two years in the West End and will immediately open in four suburban theatres on a roadshow basis.**



Producer Charles H. Schnee recently received at the Irish Embassy in London a silver memento to mark the occasion when his film, Columbia's "First Men In The Moon" was shown by invitation at the International Film Festival in Cork. Making the presentation is the Irish Ambassador to the Court of St. James, John Gerald Malloy.

## Carolina Exhibs Reelect Pickett As Unit President

CHARLOTTE—Harry M. Pickett, Jr. assistant to the president of Stewart and Everett Theatres of Charlotte, was reelected president of Theatre Owners of North and South Carolina at its annual meeting.

The 75 members present elected Charles Abercrombie, Durham, N. C., and Jack D. Fuller, Columbia, S. C., vice-presidents. H. George Myer, Jr., Charleston, S. C., was named chairman of the board.

Elected to the board of directors were:

For North Carolina—R. L. Baker, Jr., Gastonia; J. R. Bellows, Greensboro; Kenneth Benfield, Valdese; H. E. Buchanan, Hendersonville; Roy L. Champion, Wilson; Charles B. Duncan, Sr., Shelby; W. H. Hendrix, Jr., Reidsville; P. G. McGee, Winston-Salem; W. B. Sams, Statesville; and E. G. Stellings, Charles B. Trexler, F. H. Beddingfield, and H. F. Kincey, Charlotte.

For South Carolina—Harold Armistead, Easley; John Curtis, Liberty; J. B. Harvey, Clover; and Kenneth Richardson, Seneca.

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## ALBANY

The receipt of \$1,711 from Kallet Theatres for its houses in the Albany exchange district, and a few additional small contributions, pushed the audience collections and donations for Will Rogers Memorial Hospital, Saranac Lake, past the \$15,000 mark. The final total will probably reach \$17,000. . . . SW Strand expected heavy teen-age patronage for the return engagement of UA's "A Hard Day's Night." . . . Mrs. Alan V. Iselin flew with her husband to San Juan, Puerto Rico, for the shooting of the new Iselin film, "Mr. Frankenstein Meets The Space Monster." . . . Warners' "My Fair Lady" will premiere at the Hellman Dec. 20 following several benefit pre-previews.

## ATLANTA

The City Commission of Decatur, Ga., voted unanimously to repeal the long standing city ordinance against showing movies on Sunday within the city limits. Fred Storey, the city's sole theatre owner, declared he might have to close the Decatur in downtown Decatur if he could not show on Sundays. . . . Bill Toney has been added to the Martin Theatres' home office staff in Columbus, Ga. He will be technical director in charge of equipment and supplies. He has had more than 25 years experience in the theatre equipment field. . . . Oscar J. Howell, Sr., 57, president, and owner, Capital City Supply Company, died at his Atlanta home after a long illness. He is survived by his wife, a son, his mother and a sister. . . . Mrs. Rose Peek, American International accounting department, returned to work following an illness. . . . Wil-Kin Theatre Supply Inc. is celebrating 30 years of service to southern theatres. . . . Ken Finlay, Variety, Raleigh, N. C., decries the scarcity of suitable "family" films. In business for some 20 years, he claims that "Every week-end I have calls telling me there isn't a single movie in town that is fit for children to see."

## BUFFALO

James J. Hayes, past chief barker, received a very unusual gift at the testimonial dinner given by Tent 7, Variety Club of Buffalo. The gift was an expense-paid trip to the Variety International convention next May in San Francisco. Hayes was chairman of the local committee for the Variety International convention last summer in Buffalo. Jim is manager of the Cinema, downtown Buffalo. . . . Richard D. McCarthy, representative-elect in the 39th Congressional District, has asked the U.S. Information Agency to release the documentary film on the life of the late President Kennedy, "Years of Lightning, Day of Drums," for public showing in this country. The film is being shown abroad. In a letter to the USIA, McCarthy said showing of the film in the U.S. "would be in keeping with the best interest of the nation and the goals of our democratic society." McCarthy noted that the film has been praised throughout the world. . . . The Very Rev. John E. Pallas, chaplain for 18 years of the Buffalo Variety Club and pastor of the Greek Orthodox Annunciation Church in Buffalo for the past 20 years, bid his congregation farewell. He left to become pastor of one of the three largest Greek Orthodox communities in the country, St. Demetrius in Astoria, Queens, Long Island. . . . The Jo-Mar Theatre Circuit, which has headquarters in Rochester, and is the parent company of Buffalo's Cinema, downtown Buffalo, is planning to open a new film house

next year in Kodak Town. It will be the sixth theatre in the Jo-Mar chain. . . . Robert Boasberg, twin brother of Charles Boasberg, general sales manager of Paramount Pictures, has been elected president of Buffalo Bill Tent, Circus Saints and Sinners. Bob is a prominent Buffalo attorney. Charlie used to be identified with the distribution department of the motion picture industry in Buffalo many, many moons ago. . . . Shea's Teck, downtown Buffalo, now operated by Locw's, closed Sunday, Dec. 6, after the final showing of "Rio Conchos," but manager Tom Harmon has a big attraction for the Yuletide. The Teck will reopen on Christmas Day with the new Shirley MacLaine comedy, "John Goldfarb, Please Come Home." . . . Dough guy Myron Gross of the Buffalo Variety Club is greatly encouraged by the jump in sales of tickets for the western N. Y. premiere of "My Fair Lady," which Tent 7 will sponsor. Manager Joe Garvey says tickets are going well also at the Granada special box office. The premiere promises to be a brilliant affair on Wednesday evening, Dec. 23. It will be a real "Hollywood type" opening. . . . Chairman Fran Maxwell, Variety Club's Bingo games each Wednesday night in the Genesee, has sent out a new call for helpers, requesting any barker who can do so to put aside one night a month for this worthy cause. Profits from the games go to the Tent 7 charities fund.

## CHICAGO

Chicago's Censor Board reviewed 67 films during October. Twenty-nine were foreign, two were rejected, and three were labeled "adult." So far this year the Board has reviewed 674 films with this breakdown: 269 foreign films; 29 rejected; and 51 labeled "adult." . . . Beacon Enterprises, Inc., of California has acquired the Cinestage and Michael Todd theatres here under a long-term lease. McVickers Cinerama is also operated here by Beacon. The plans for refurbishing the Michael Todd in time for the pre-Christmas showing of "Mediterranean Holiday" are underway. The renovation of the house will be extensive. Sheldon Smerling, president of Cinedome Theatres, is in charge of the operating division of Beacon Enterprises. Sam Lesner, movie critic of the Chicago Daily News, reports that by March both the Cinestage and Michael Todd will offer road show productions. "The Sound of Music" will be shown at the Michael Todd, while "Lord Jim" begins at the Cinestage on March 4. . . . Wilding Studios new communication center have been showing their new equipment and control booth layout to visitors. . . . Irving R. Rehm, 88, retired president of Atlas Film Corporation, Oak Park, Ill., died in a St. Petersburg, Fla., hospital. Formerly a resident of River Forest, Ill., he moved to Florida after his retirement. Rehm founded the film company in 1913 and acted as its president until 1945. Survivors include his widow, a daughter, a son, and two brothers. . . . W. J. O'Brien has organized the Armitage Electronics Company for theatre installations. . . . Harry and Elmer Balaban, theatre and tv owners, are reported to be interested in the new channel 3, tv station here, in a joint venture with five other companies. The new station will be operated by the Television Chicago Corporation as soon as details are completed for use of Marina City transmitter. . . . American Seating Company will pay a common stock dividend of 40 cents in December, as well as an extra 20 cent dividend. . . . Theatre cashiers have been warned to be on the look-out for bogus bills of \$10 and \$20 denominations which are in circulation here. The warning

came from James Rowley, chief of the Secret Service. . . . James Dempsey, general manager of Gordon Murray Productions, was a recent visitor, boosting holiday distribution of the film, "Santa's Magic Kingdom," in this territory. . . . A. Nagler has formed Astor Movie Productions to produce films.

## CINCINNATI

Fountain Square which faces the Albee, is sparkling in its Christmas decorations. Not to be out-done, downtown theatres are decorating now in anticipation of good grosses during the coming holiday season. . . . Audience reaction was very good for the previews of "The Americanization of Emily" at the Capitol, and for "Goldfinger," International 70, which open Christmas week. A representative group of area exhibitors attended the "Goldfinger" seminar conducted by Addie Addison, UA publicity staff, in the Fox screening room. . . . Joe Joseph, JUR circuit head, Parkersburg, W. Va., has opened a local office in the Kroger Building. . . . Frank Mills is reopening the Roxy, Degraff, O. in mid-month, after considerable refurbishing.

## COLUMBUS, O.

Herman Hunt will close Hunt's Cinestage in the pre-Christmas period starting Dec. 16 for complete redecoration before opening of "My Fair Lady" on Christmas Day. "Becket" will close a three and a half months' run Dec. 15 at Hunt's Cinestage. . . . Ron Pataky, theatre editor of the Citizens-Journal; James McCafferty, assistant theatre editor of the Dispatch; and Mary Jose, theatre editor of the Star, were planning to attend the press reception for Cary Grant in Chicago. The star is plugging his new film, "Father Goose," due at Christmas time at RKO Palace. . . . Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio, was guest speaker at a luncheon of the Rotary Club of Lebanon, Ohio. The invitation was arranged by Robert McLain, owner of the Town Hall theatre. . . . Robert McKinley, assistant manager of Loew's Ohio, has been acting as relief manager at Loew's, Dayton, Ohio, during vacation of Carl Rogers.

## DALLAS

The Village was closed to undergo renovation, remodeling, and refurbishing, mostly to the interior. New drapes were placed in the theatre, a new carpet laid, the interior painted, new lighting fixtures installed, and the box office enlarged. The Village reopened with the "Peter Sellers Festival of Fun," a Peter Sellers film shown one day for a full week. . . . Holiday Movie Preview, a magazine style publication containing detailed information and pictures on holiday attractions and forthcoming attractions, is being distributed by Interstate Theatres in its theatres, stores, and other business establishments throughout the city. . . . Funeral services were held here for J. O. McClanahan, former staff member of National Screen Service. . . . Thieves broke into the Metro-Goldwyn-Mayer exchange, rifled the vending machines, and made off with a television set. . . . Burt Lovelace has been named assistant manager and salesman for General Films. Lovelace started here in 1938 working for Sack Amusement Co., and then went to Universal in 1941, staying until 1948 when he joined Allied Artists as salesman and remained with that organization until a reduction in force several weeks ago. . . . Services were held for Allene Caraway, member of the staff in the home office of



Interstate Theatres for 23 years. . . . Starting Dec. 17, the Majestic, managed by Bob White, will show the Academy Award winning "Tom Jones" for one week, with the new James Bond film, "Goldfinger," opening on Christmas Day. . . . Heaters are being made available to patrons of the Buckner, Chalk Hill, and Denton Road D-I's. . . . With the purchase of Interstate's book of theatre tickets, patrons are receiving coupons for valuable prizes. They are on display in the lobby of the Palace, managed by Teddy Steinberg. . . . Cuco Sanchez is scheduled to appear on stage of the Stevens, local Spanish language film house.

## DENVER

The management of the Paonia Drive-In, Paonia, Colo., has been taken over by Omar E. Graham. . . . Ann, daughter of Frank Aydelotte, Aggie Theatre, Ft. Collins, Colo., was selected as first runner-up in the Junior Prom Contest at MIT College, Cambridge, Mass., where she will now attend the Prom as "Princess". . . . Denver WOMPI girls are busy making preparations for their annual Christmas brunch to be held at the "Top of the Park" in the Park Lane Hotel Dec. 13. They have also been engaged in a Cancer Bandage Sewing Session, a business meeting, and Baby Shower for Sue Tankersley, wife of the manager of Western Service and Supply Co. . . . There's new management at the Princess, Holyoke, Colo., formerly run by Mrs. Edna Lewis. C. A. De Castro, who also operates the Moon, Stratton, Colo., has taken over. . . . Sandy Steerman, formerly of American International here, is the proud parent of a new baby daughter. . . . This area has lost several of its showmen. Word has been received here of the death of William Murphy, 61, veteran exhibitor and manager of the Luna, Clayton, N. M.; Russell J. Guild, 55, recently a theatre manager at Pueblo, Colo., and formerly manager of the Holyoke; and Henry A. Goodridge, 90, one of Denver's veteran theatremen and for many years manager of the Ogden here.

## JACKSONVILLE

WOMPI members from United Artists are scheduled as hostesses at the annual WOMPI Christmas meeting, cocktail party, and dinner to be held on Dec. 15 at the Corral Restaurant. . . . Clint Ezell, former local exhibitor, has been named vice-president and a member of the board of directors of the Roy Smith Co., prominent local theatre supply firm, announced Roy Smith, company president. . . . Bill Williams, United Artist booker, and Mrs. Williams recently became the parents of a new baby daughter. . . . Tim Choulot, former assistant at Florida State Theatres' local Edgewood, has been advanced to the management of FST's Beach, Daytona Beach, and Curtis Howard, former manager of the Beach, has been named manager of FST's Colony, Winter Park. . . . James Langston, formerly at the Colony, is now an assistant at FST's Plaza, Orlando. . . . Tommy Hyde, Vero Beach, general manager of Kent Theatres, and Roy Smith of this city, head of the Roy Smith Co., returned from Atlanta where they attended the joint convention of the Alabama, Georgia, and Tennessee units of the TOA. . . . Walt Meier, exploiter-showman-manager of the downtown Florida, created a sense of excitement around the theatre during his first-run of "Roustabout," the new Elvis Presley vehicle, with a profitable tie-in with a leading motorcycle sales firm.

Parades of motorcycles roared around the theatre and, in cooperation with a leading radio station and the motorcycle firm, a Japanese-made motorcycle (displayed in the Florida's lobby) was given away in a contest.

## HOUSTON

Ray Stricklyn, Houston movie star, is scheduled to fly to Houston for the holidays. He is due to be finished by then with "Arizona Raiders," the movie he's co-starring in with Audie Murphy, another Texan, the most decorated hero of World War II. . . . A plane-load of movie stars will be brought here for the formal opening of the new Wilbur Clark Inn on January 8, 9, and 10 by Wilbur Clark. . . . The Museum of Natural Science will present a number of travel and adventure films, with admission free to members. Others are asked to make a \$1 donation at the door. . . . A "sneak preview" was held with the same picture being shown at the Majestic and Metropolitan.

## NEW HAVEN-HARTFORD

Nick Leonetti, formerly assistant manager, Stanley Warner zone flagship, Roger Sherman, New Haven, and more recently manager of the circuit's Commodore Hull, Derby, Conn., has joined house staff of the Shubert, New Haven's sole remaining legitimate theatre. . . . Frank Abrue, assistant manager, SW Garde, New London, Conn., and his wife Shirley are expecting their first visit from the stork. . . . Construction has started on a 1300-seat deluxe motion picture theatre in the Danbury Shopping Center, serving that western Connecticut city. SW, which currently has the Palace and Empress in Danbury, will operate the theatre, expected to be ready for a Memorial Day, 1965, opening. SW will open a new hard-top (1158 seats) in the White City Shopping Center, serving Worcester, Mass., about Jan. 15. . . . Two major metropolitan Hartford circuits have lined up new promotion support from Invitation Dinners, a dining-out charge service, providing a free pass, good for Sunday through Thursday performances only (with exception of holidays and holiday eves) for every two diners. In return, Invitation Dinners are extensively advertising product playing at the E. M. Loew's Hartford and Farmington Drive-Ins and downtown E. M. Loew's, and the Perakos Plainville and Southington Drive-Ins, Eastwood, East Hartford; Elm, West Hartford; Palace, New Britain; and Strand, Thompsonville. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, reported a fine youngster response to "Birthday Parties" held on a recent matinee at a number of Perakos houses in the territory. Novelties and cupcakes went to all patrons, who viewed both features and featurettes, all at regular prices. Participating theatres included the Elm, West Hartford; Eastwood, East Hartford; Palace, New Britain; and State, Jewett City. . . . In West Springfield, Mass., Murray Lipson, by employing a recorded message, is providing 24-hour telephone information at the Majestic, marking a "first" for metropolitan Springfield exhibition. The Majestic plays art product. . . . George E. Landers, E. M. Loew's Theatres, and Richard J. Wilson, Lockwood and Gordon Theatres, delivered pajamas to local film critics as part of their joint promotion on American-International's "Pajama Party." They hosted principal player Tommy Kirk at a Hartford press dinner and also brought him to record

section of Korvette's Department Store and local radio-tv stations. . . . Circuit Court Judge Nicholas F. Armentano fined Herbert S. Nitke, Berlin Drive-In owner, \$150, and Brooks LeWitt, manager, and Howard E. Williams, projectionist, \$50 each, for showing the European import, "Daniella by Night." All three men have filed notice of appeal.

## NEW ORLEANS

Thelma France, Universal inspectress, is back on the job after six weeks absence due to eye surgery. . . . Percy Duplessis suspended shows at the El Rancho Drive-In, De Ridder, La., until March. . . . Another recent closing for the winter is Jack Pope's Lion Drive-In, Winnsboro, La. . . . Blue Ribbon Pictures' exchange is now ensconced in their new office, suite 505 in the Loren Building at 2001 Canal. . . . Joe Seifferth, Variety Club of New Orleans, Tent 45 publicist and noted for his philanthropic endeavors for underprivileged and needy children, was recently appointed an Honorary Colonel on the staff of Louisiana Governor John McKeithen. . . . Mrs. Beverly Blocker, former secretary to C. Clair Woods, president, United Theatres, resigned to await the arrival of her second baby. . . . Don Boudreaux, shipper at Masterpiece Pictures since its opening, resigned and was succeeded by Jude Morvant, a brother of Russell Morvant, NSS shipping department. . . . Mrs. Helen Anselmo, head, Martin Cinerama Theatre's box-office cashiers, announced the engagement of her daughter, Claire Duxworth, to Robert Downer. Claire is a boxoffice attendant at the Cinerama. . . . Mrs. Betty Morton is the new clerk in United Theatres' home office. . . . The local WOMPI's and guests congregated at the Monteleone Hotel for their annual Christmas dinner which was held in connection with the monthly meeting. . . . The husband of Jan O'Brien, Warner exchange staff, is recovering nicely from a siege of double pneumonia.

## PHILADELPHIA

William Goldman's new Aurora, 1,000-seat theatre in the heart of the Andorra Shopping Center, Ridge Avenue and Henry Avenue, above Rosborough, will open Saturday evening Dec. 26. . . . The Strand, Lancaster, Pa., a 1,000 seat second-run house, is being dismantled, and the SW Grand on the Main Street is now operating without matinees, except on Saturdays and Sundays and Holidays. . . . Variety Club Tent 13 will hold a New Year's Eve party in the clubrooms on Dec. 31. . . . Mel Fox, well known exhibitor, bought at auction a 103-acre farm in Bucks County five miles west of New Hope, Pa., for \$100,000. The place has an 18th century stone house and a swimming pool. It's certain that he didn't bid "blind" for this.

## SALT LAKE CITY

Joe Solomon, 76, veteran United Artists sales representative for 37 years, died in a local hospital of natural causes. . . . Father Flanagan's Boys' Town Choir made a one-day appearance before a capacity audience at Intermountain Theatres' Capitol. . . . The Burton Holmes' travelogue "A Visit To Spain" played three days (six performances) at the Uptown. . . . The Uptown and the Southeast along with Radio Station KSL and The Deseret News had a successful "match the composers with the title of the music" contest in connection with Universal's "Send Me No Flowers."



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**SAN ANTONIO**

The Gulf States Theatres of Texas, Inc., with Roy Moore, Jr., as city manager have added two additional D-I's here to the circuit, the Varsity and Circle 81. This gives the circuit a total of nine ozoners here. . . . Tom Powers, city manager, Cinema Arts Theatres, announced that the world premiere of the Three Stooges latest comedy, "The Outlaws IS Coming," will be held on Jan. 13 at the Texas. Formal ceremonies include a downtown parade and the premiere screening for local dignitaries. The show will open to the public beginning Jan. 14. On hand for the premiere will be Moe Howard, Larry Fine, and Joe De Rita, the Three Stooges. They are scheduled to arrive in Texas on Jan. 11 to appear in Dallas and travel to Lost Valley Resort Ranch, Inc., and Lost Valley Frontier Town near Bandera on Jan. 12. . . . Plans are being made for a special pre-Christmas show for the city's orphans on Saturday morning Dec. 12 at the downtown Majestic, where Lynn Krueger is manager. This is an annual event for the youngsters in the city. . . . The perfect Christmas gift, coupon books good for admission at any Interstate Theatre, are being sold in four denominations at the local Interstate Theatres. . . . Funeral services for William Albert Struss, 76, owner and operator, Orthic, Columbus, Tex., were held. Survivors include his wife and four daughters. . . . The new D-I being built on Belt Line Road at U. S. Highway 67 at Garland, Tex., will be called Belt Line-67 and will be completed next spring. The builders are C. D. Leon and James McQuaid. Leon is a circuit operator and McQuaid formerly managed the Garland Road D-I.

Patrons entering the Trail, Fredericksburg, Towne Twin D-I's, and the Josephine, indoor situation, are receiving a witch deflector to be used during the showing of the double horror bill, "Witchcraft" and "The Horror Of It All." . . . Services were held for Carl Benefield, 61, owner, Victory, Amarillo, Tex. Prior to coming to Amarillo in 1949, Benefield worked for the Griffith Amusement Co. in Panama and Borger, Tex., and in Oklahoma, and with the Wester Amusement Co.

in Los Angeles. . . . Mrs. Dora Koenig, manager, Rialto, Cuero, Tex., has reopened after closing due to difficulties with the air conditioning system. . . . Dave Pinkerton has reopened the Rio, Dayton, Tex., as a five day a week operation. He was previously in the theatre business in Santa Anna, Tex. . . . Larry Ottwell, manager of the downtown Empire has completed remodeling of the outside of the theatre. . . . George Watson, city manager of Interstate Theatres reports sale of Interstate Christmas Gift Coupon books are moving along at a good pace.

**SEATTLE**

The Music Box is really jumping, with capacity crowds filling every seat at every performance to see the film version of "My Fair Lady." It looks as though the picture will be around for a long time. . . . Carl Handsaker, 20th-Fox branch manager, was in Portland for a conference with his sales representative, Ken Septka. . . . Norman Chesler, Buena Vista branch manager, was in Portland on routine business. . . . The City Council License Committee, at the suggestion of Ben Benton, chairman of the board of theatre supervisors, recommended that those theatres whose owners are not complying with the city's film-classification ordinance will receive temporary "conditional" renewals of their city licenses. Benton made the suggestion on the basis that if there were to be a denial of the licenses of theatres not complying with the film-classification ordinance, the city could be faced with a restraining action in court.

**WASHINGTON**

Wade Pearson, division manager, Neighborhood Theatres of Virginia, announced the opening of the Golden Theatre-Marumsco, which is located in Woodbridge, Va. The Marumsco will offer top films at popular prices. The theatre policy will be two shows each evening, Monday through Friday, and continuous performances from 1:00 p.m. on Saturday, Sunday and holidays. George M. Hodges was named manager. The Marumsco seats 750 and has been outfitted with the latest equipment to provide the best in comfort, safety, and enjoyment. . . . Women of the Motion Picture Industry, International, Washington, entertained the Jewish Foundation for Retarded Children with a variety show. The party was held at the home. Highlights of the show were "Uncle Dave" Ginsburg and his performing dog Rusty. Rusty has been honored with the "Lassie Gold Award" for services to handicapped children; also has appeared on tv in addition to stage appearances throughout the Sidney Lust circuit. Also on the show was Linda Peluzzo, accordionist and pantomime comedienne. . . . Jay Carmody, former drama critic for the Evening Star, has been designated as "critic-at-large" for WTOP News. Jay will be seen frequently on WTOP-TV's "Morning Report," "Newsday," and "Newsnight" programs, reviewing plays and motion pictures. Carmody worked at the Star for 31 years, 28 of them as drama critic. He retired from the newspaper last year. He has been the recipient of many awards and honors in the field of dramatic criticism. Among them are the Screen Directors Guild Award as critic of the year in 1956, and the National Headliners Award for best entertainment column in 1957. He was the only critic to have been a delegate to the Cannes Film Festival, and was president of the Berlin Film Festival in 1957.



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# PHYSICAL THEATRE ● EXTRA PROFITS



COVER PHOTO • Artist's drawing of Interstate Circuit, Inc.'s new Westwood Theatre, currently under construction in the Richardson area of North Dallas County, Texas. For details on the deluxe \$350,000 house, see Page PE-17.

Volume 19

Number 12

December 16, 1964

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*



AMERICAN SEATING





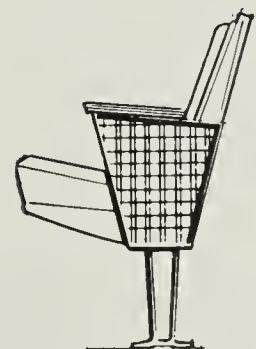
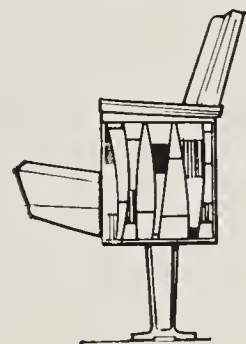
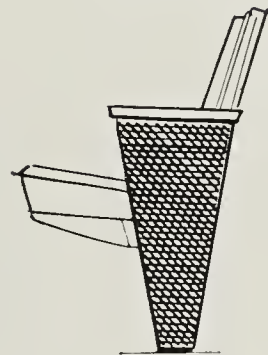
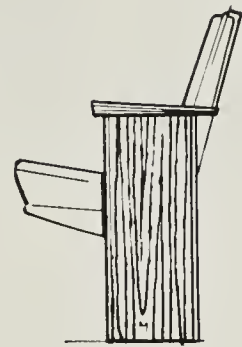
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# Another Great 70mm Release



MY FAIR LADY, the all-time Broadway classic, has arrived as the "most lovely musical event of them all." A super Panavision 70 release from Warner Bros., "My Fair Lady" follows hot on the heels of last year's great lady, "Cleopatra," another 70mm release which is still setting boxoffice records. And what were some of the other 70mm releases before that? A few nice little pictures like "Around the World in 80 Days," "Ben Hur," "West Side Story," "Exodus," "Lawrence of Arabia" and many more of comparable stature. The point is simply this. The big hits . . . the big *profitable* hits . . . are being filmed and released in a 70mm process because it's the only way they can be shown all their spectacular brilliance.

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## Architectural Notes

THEATRE ARCHITECTURE IS TRULY ANCIENT in its origins, dating well before the coming of Christ. Down through the ages, its requirements have changed surprisingly little, oriented towards the obvious requirements for good sight and sound characteristics.

The Greeks, and subsequently the Romans, being astute pupils of nature, preferred the amphitheatre, with its oval tiers of seats rising above the open arena or stage. Thus, a radian extended from stage center to any row of seats found each viewer in the row the same distance from the players.

While this may have pleased Euclid, it also pleased the men whose task it was to construct the amphitheatre. Two readily available sites, a hill or natural depression, served equally well to ease the spadework.

If these classical theatres had been as advanced in the comfort department as they were in acoustics, classic drama might be more popular today. Still, one may travel to Greece and watch one of Euripides' or Sophocles' tragedies in Athens upon the same stone benches used by the ancients. Padding, either natural or brought along under your arm, is still incidental.

Looking back at our early motion picture theatres, one can see a striving to recreate the dignity and splendor of another age—that of the highpoint in the mid-Nineteenth Century reached by Europe's elegant opera and concert halls. The massive "gingerbread" theatres, using native and imported materials, created their own genre of theatrical architecture—baroque and experimental. The handiwork of those near-extinct artisans, the decorative plasterer and the commercial muralist, may still be seen.

One may see striking parallels in the evolution of any art in peculiar places. Considering the tendency to look for an extension of art in its surroundings, we might examine something as simple as changing tastes in picture frames and come up with some valid conclusions. Unquestionably, a fine painting deserves a complimentary frame—one that will set it off well. Modern frames, like modern cinemas, tend to be rather simple—even stark—when compared to the gilded, sculpted efforts of the last century. Carrying the extension further, modern wall decor is comparatively stark—as are the lines of modern furniture, and so on.

Unhappily, the problem surrounding a grand old building of an older school of design is its environment. A proud and statuesque duchess, for example, might still inspire one in her drawing room, but in a crowd of beatnik-clad youth, we might find her grace somewhat amusing. So it is with the proud old palace, surrounded by penny-arcades and novelty stores. Curious, perhaps pathetic.

Today's theatre architects must look to the architecture prevalent in the modern shopping centers for guidelines. Unhappily, it is a far cry from the "organic" architecture of Wright, or the visions of R. B. Fuller. Its first consideration, however, has not changed. As in the amphitheatre, the audience must be able to see and hear well. To this basic, we have added our own extra of comfort.

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Al deProspero, editor

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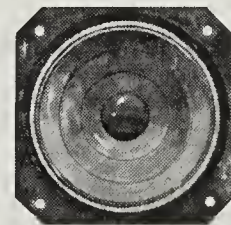
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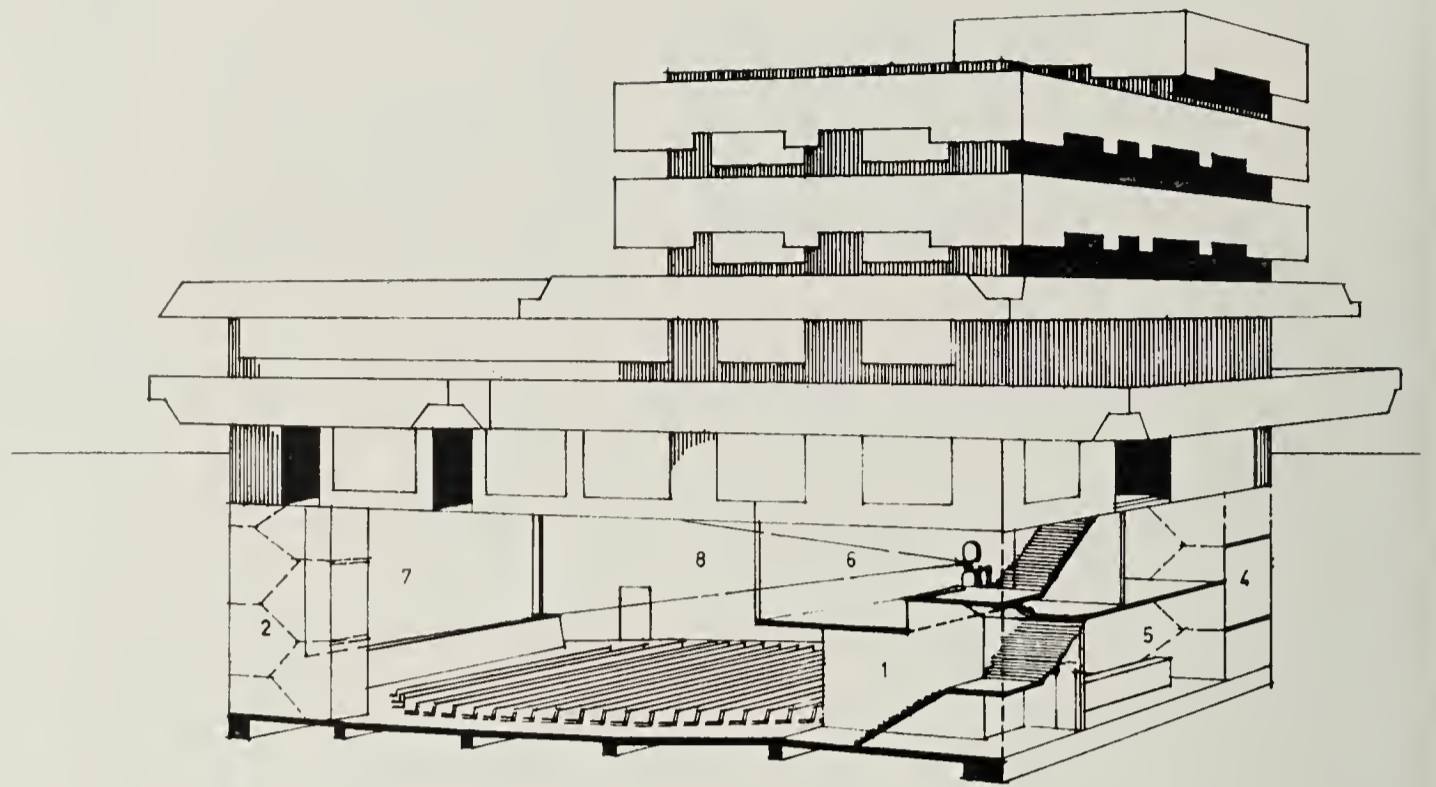


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**T**HE CENTER CINEMA PROJECT, now in the construction phase in Canberra, Australia's Federal capital, involves the building of a first class, 500 seat motion picture theatre completely beneath ground level. Site of this unusual theatre is beneath the four story office building illustrated on these pages.

The three upper stories will house offices and an art gallery. On the ground floor will be specialty shops, a licensed restaurant, and the foyer and boxoffice for the theatre. Carpeted stairs with three landings will lead down to the 500 seat auditorium, which is twenty-one feet beneath ground level.

The project is a reflection of two discernible world trends in theatre construction. First, the trend to smaller but more comfortable theatres, and second, the trend towards integration of theatres in downtown locations into buildings with multiple uses.

The trend to smaller theatres is evident wherever new theatres are being constructed, though particularly applying to theatres in city locations and to "art" theatres. Not only are property values and construction costs a factor, but the greater psychological satisfactions of patronage of a well-filled house.

The necessity in today's theatres for comfortable seating, good lines of sight and air conditioning is obvious. Patrons have to be offered comparable, and even higher, standards of comfort than are available to them in their homes.

The second trend towards combining theatres in buildings with other uses is not yet very common in the United States. This is partly because many of the new theatres built in the U. S. have been located in shopping centers, where multi-storey development was relatively uneconomic. Two current examples observed in Manhattan were the Trans-Lux East theatre on Third Avenue, which is partly beneath a twenty-two story apartment building, and the Lincoln Arts Cinema on 57th Street which is integrated at ground level into a previously existing office building.

In London, Chesterfield Properties Ltd., constructed in 1961 the 870 seat Columbia Theatre twenty-one feet underneath a seven story office building on Shaftesbury Avenue (near Piccadilly Circus). This pattern is now being repeated with the same company's re-development of the old Curzon Cinema in the fashionable Park Lane area.

In this case, parking is being provided underground, shops at ground level and a stadium-type 550 seat theatre auditorium with the entrance

# PHYSICAL THEATRE

Vol. 19, No. 12 December 16, 1964



# Canberra Project Utilizes Underground Urban Site

## PROFILE ON THE AUTHOR—

Dr. E. D. L. Killen, now a resident of Canberra, is an Australian by choice, since he has spent a good deal of time away from his home country. Recently, his travels brought him back to the U. S., where he had spent four years (from 1950 to 1954) while studying at the University of Chicago for his doctorate in Political Science. We met Dr. Killen while he was in New York City, getting a first hand look at what was new in American theatre construction. He is associated with the Canberra City Cinema Building PTY. LTD., builders of the complex covered in this article, and has travelled extensively gathering information on new trends in theatre design and construction. The design of the Center Cinema should prove of interest to theatremen in this country who have had to face the problem of space scarcity in densely settled urban areas where single-story structures have been taxed or priced beyond reach.



KILLEN

at the restaurant, and then attend either of the two shows. Although Canberra is relatively small by U. S. standards, present population being about 80,000, it is currently experiencing rapid expansion. The Commonwealth (Federal) Government is transferring thousands of civil servants from offices in Melbourne to the Capital. At the same time, private enterprise is locating prestige headquarters in Canberra for a variety of businesses. The result of the ten to twelve percent annual growth rate is a burgeoning market for retailing and a demand for entertainment. In addition, more than 500,000

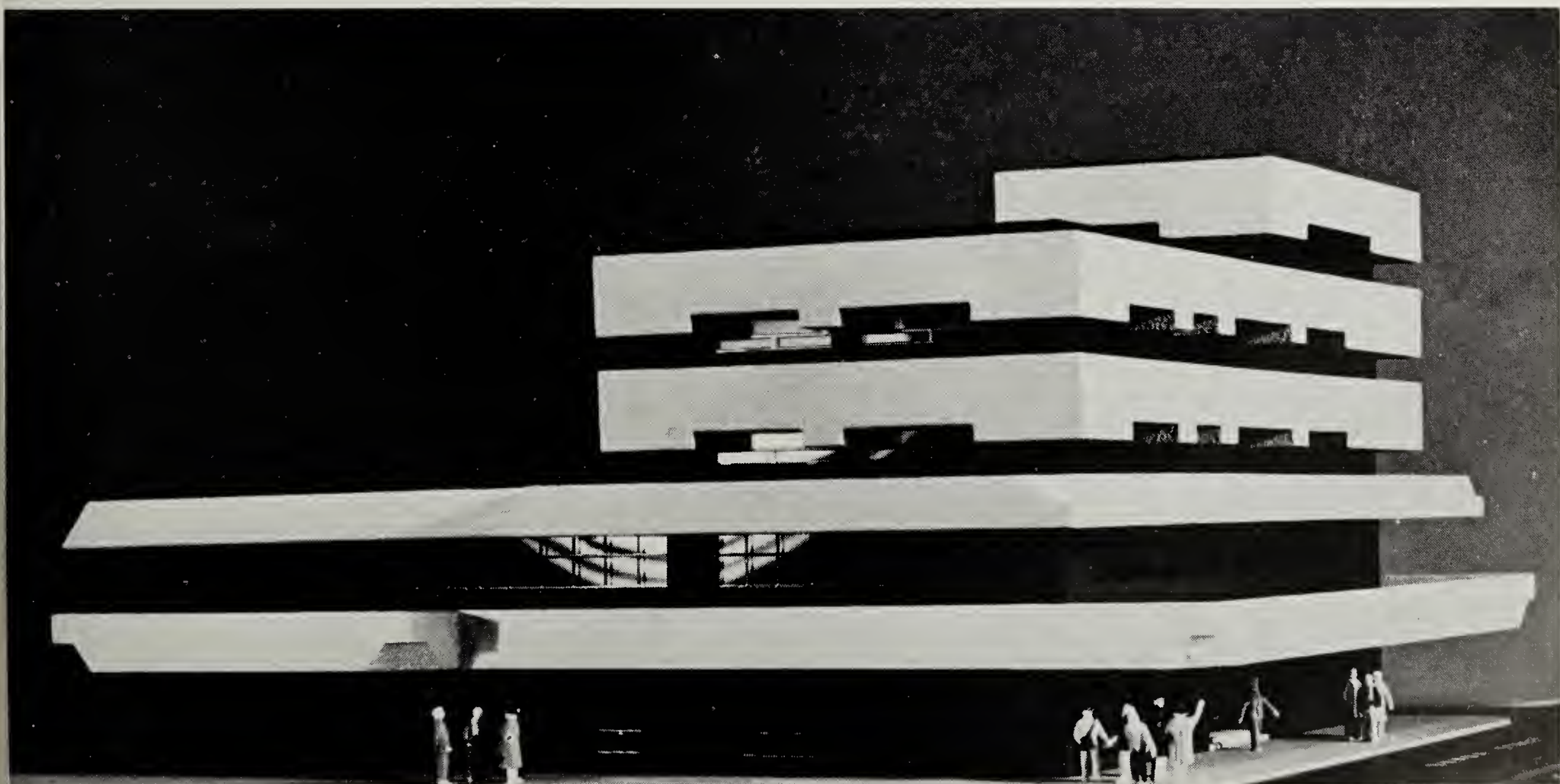
thirteen feet above ground level. The five stories above the theatre will contain offices and maisonettes (apartments). Architects for both projects were Sir John Burnet, Tait & Partners.

In Australia, the \$2,000,000 Palladium Entertainment Centre in Melbourne combines twin theatres of 850 and 400 seats, a restaurant, and a parking station. The larger of the two theatres is opening this month with a 70 mm presentation of "My Fair Lady"; and the smaller theatre is planned as a Continental house. The idea of this downtown project is, of course, that patrons will be able to drive in and park, eat

at the restaurant, and then attend either of the two shows.

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— Continued on Page PE-15





# Luxurious Twins Find Unique Site

■ Having introduced such exhibition concepts to Kansas City as shopping center twins, the 'underslung' (putting an intimate theatre in the basement lounge area of a larger theatre), and the mezzanine piggyback, not to mention the transformation of a legitimate theatre to a deluxe film house, Durwood Theatres has come up with another first.

With the recent opening of Embassy One and Embassy Two, the circuit has broken new exhibitor ground by installing luxury twins in the unused, undug area underneath an existing building at 438 Nichols road in the plush midtown Country Club Plaza area.

To fit into the Spanish-Moorish mood of the Plaza and yet to achieve a feeling of today, the circuit adopted contemporary Spanish as keynote of design and decor, with the narrow street-level entrance reflecting a modern Mediterranean atmosphere embellished with tile, wrought iron, topiary trees, and a retractable canvas awning.

Red carpeting covers the small foyer and staircase to the lower floor where the idea of a contemporary Spanish garden is expressed by walls of exposed antique brick in buffy tones, with artful "plantings" of artificial greenery, and a playing fountain. Wrought iron benches with leatherette cushions and three "skylight" type fixtures in the lobby ceiling add to the outdoor effect.

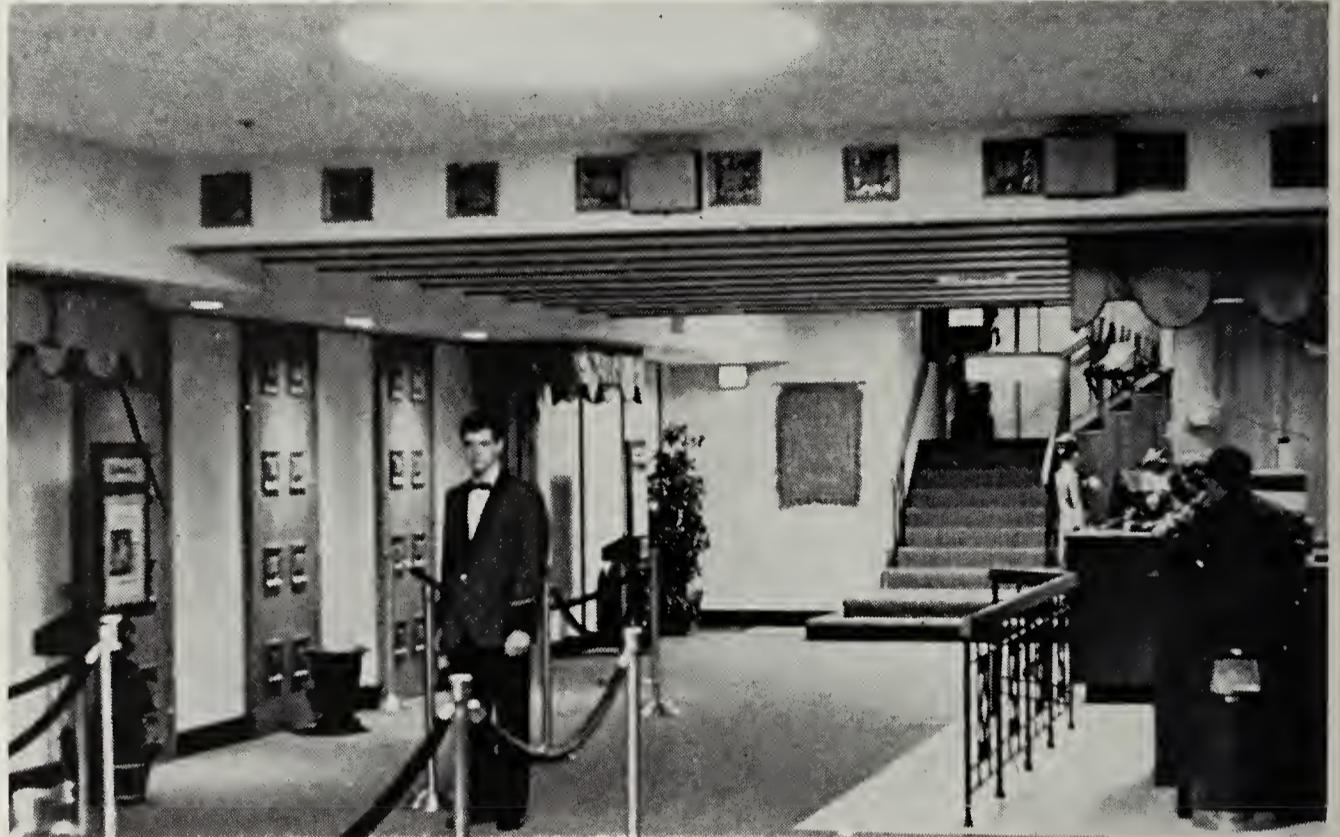
The color scheme of black, gold, red-orange, and white is detailed in canvas valances over the refreshment area and the doorways to the two theatres. Accent wall hangings, the size of medieval battle banners, hand-woven in Spain and done in a range of colors to harmonize with the bright colors of the decor, are used both in the lobby and in the two theatres.

The two auditoriums are in different shades as to draperies and seating, though both have black ceilings and a de luxe version of Stellar chairs by American with special armrests. Alexander Smith carpeting in rich melon shades covers the entire lobby and extends into the theatre bays as aisle runners.

Embassy One's 283 seats and Embassy Two's 326 add more than 600 seats to the plaza area's capacity. Stanley M. Durwood, circuit president, said that previous ventures into the unusual in theatre accommodations here have shown that "adult audiences in Kansas City particularly appreciate intimate relaxed viewing in a luxuriously appointed setting." A bonus for Embassy patrons is the 400-space, three-level enclosed parking area which connects to the theatre stairway.

Other ideas employed here are worth mentioning. One is the buffet type self-service refreshment area at which the patron may choose popcorn, cold drinks, and a special selection of quality candies, the latter either chilled or at room temperature, and carry them to the refreshment cashier's stand.

Another unusual feature is to be found at the rear of the two abutting auditoriums, from which enough space has been "stolen"



Partial view of lobby, looking toward entrance staircase, shows canvas valances above refreshment area and two theatre doorways, as well as one of the "skylight" type ceiling domes which imparts outdoor feeling to lower-level lobby. On far wall is one of several hand-woven Spanish wall hangings used throughout the installation. Between the theatre doorways are three matching pecanwood panels, though the "panel" on the right is actually the door to the projection booth.



Maximum use has been made of narrow street-level frontage of new Embassy Twins in Kansas City by incorporating illuminated playbills of the current attractions. Double-faced, the attraction banners advertise upcoming films to patrons inside foyer.

for a single projection booth which serves both theatres. Two screens were canted slightly to achieve proper throw, according to manager James Leroy.

Another innovation, and one which probably never will be noticed by patrons, is the installation of automatic battery-powered emergency floodlights mounted on the back walls of the two theatres and near the refreshment area to provide illumination in case of power failure.

The theatre screens are Walker Hi-Gain, each 9.6 by 19.6 feet. Projectors and lamp houses, using Xenon lamps, are by Nichion;

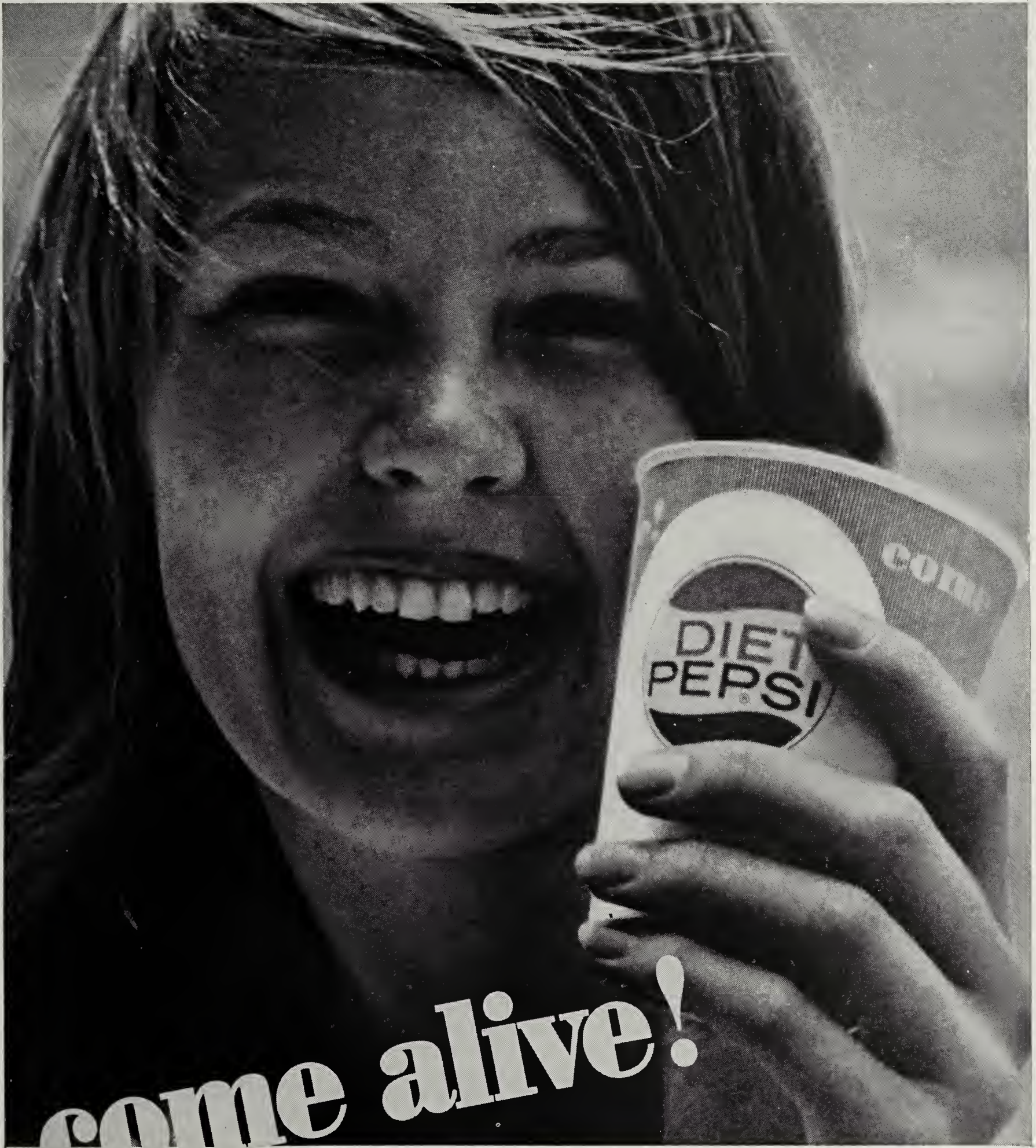


Looking toward the screen in Embassy One, the smaller of the twins, the ample width of the chairs may be seen. This 283-seat auditorium is done in shades of orangy-reds, while the larger theatre is in muted tones of yellow-orange. Both ceilings are painted flat black.

lenses are Bausch and Lomb; stereo sound is by McMartin; and soundheads are Altec. Rewinds are Neumade. Hugh Hamlin, Northern and Hamlin, was the architect, and Ray Henry, of the same firm, did the interior design.

According to M. Robert Goodfriend, Durwood general manager, every step of the Embassy twins development, from the first decision to bring in bulldozers and create a spacious theatre facility out of a non-productive area of earth, is evidence of the circuit's creative imagination and deep faith in the future of motion picture exhibition.

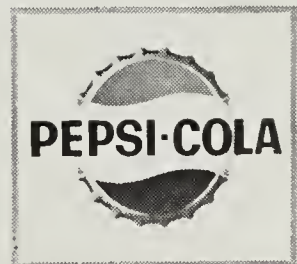




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## **You're in the Pepsi generation!**

The modern drink for today's generation is Pepsi-Cola...both Diet and regular. Be sure you have both for your customers.







*New Weiss Drive-In, Macon, Georgia—*

## *formula for turnaway biz*

■ Walking into an architect's office might be compared with going to a tailor to have a suit of clothes made. The order is much more complex, in one case, but the two experiences strike parallels in that they begin with little more than a need and some idea of what should be created to fill it.

When Albert Weiss, general manager of the Weiss chain of theatres in Macon and Savannah, Georgia, walked into the office of Atlanta architect William Pulgram, he had definite ideas about a drive-in theatre.

His objectives were enumerated in order of importance, beginning with insistence on the brightest possible picture consistent with screen size and car capacity. Next on the order was the best sound reproduction possible given the characteristics of the drive-in theatre speaker. In addition, the architect was charged with planning the D-I for convenient entrance and exit from the highways, yet keeping the theatre far enough from the roads to

avoid stray light problems from auto headlights. Light considerations also included positioning the screen tower for minimum interference from sunset or twilight shadows.

Finally, architect Pulgram was told that the new theatre should have a beautiful, yet functional main building to house the projection room, rest rooms, a three-lane concession area, ample patio space between main building and screen for walk-in patrons—and—to make the entire complex as beautiful as possible through the lavish use of landscaping and shrubbery.

Ideas, in any type of effort, must finally be given form. For a tailor, the moment of truth comes when he has a pattern that pleases both his customer's and his own eye, a fabric that is worthy of fine workmanship, and, of course, a man who knows how to wear a good suit. For the architect, the same questions of his customer's tastes, both in form and material, the type of workmanship the client is willing to pay for, and other considera-

tions must be faced.

It took some doing to meet the Weiss standards, as far as the new theatre was concerned, but they were met to the satisfaction of all concerned.

Weiss and Pulgram had contractor Chris Sheridan, of Macon, take the first step in actual execution of the final plans; carving the ramps and roads out of the



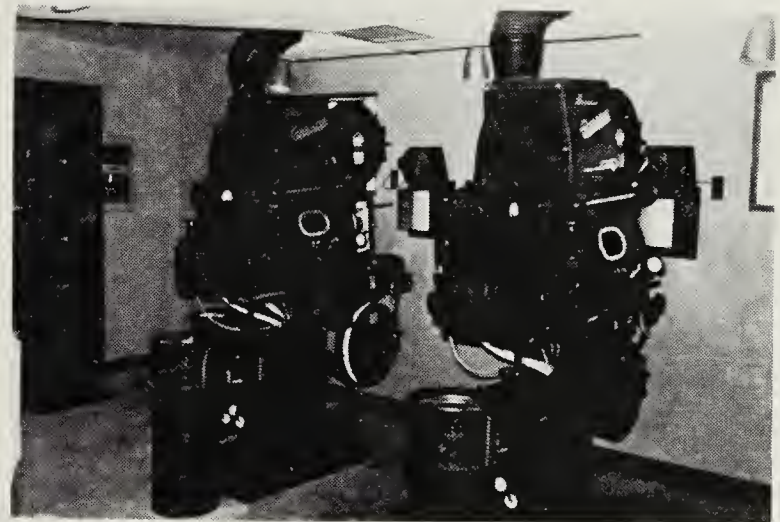
*Albert Weiss, of Weiss Theatres, and architect William Pulgram stand at patio pool of new drive-in.*



*Admission booths of new drive-in feature EPRAD's electronic accounting system, the Car-Check boxoffice security guard.*



*Booth photo shows two Ashcraft Super Core-Lite lamps and Simplex XL projectors. Selenium rectifiers are used.*



rolling hills of the site.

To get the best possible picture, Weiss and Pulgram established the most effective spot on the theatre's tract for the screen tower and projection booth—then proceeded to build the theatre around them.

For picture projection, Weiss specified Ashcraft Super Core-Lite arc lamps and 170 amp 12 phase selenium rectifiers, with Simplex XL Projectors with 5/1 fast pull down intermittent movements, Kollmorgen 4" diameter f:1.9 Cinemascope backup lenses with 4" diameter Bausch and Lomb anamorphic attachments, Kollmorgen f:1.7 flat picture lenses.

For sound, he selected a special Simplex-Altec sound system with three 175 watt power amplifiers (two in use, one for standby) fed by transistorized pre-amplifiers. DITMCO 5" diameter speakers and Eprad down-lighted junction boxes with special baskets to receive the larger type speakers were used.

The screen (120' wide, 52' high) is  
(Continued on Page PE-17)



*Large units visible at speaker post sites are for combination heat-air conditioning. Presently, facilities for the Carrier units can handle 80 cars. Weiss plans to expand the service if the demand for the air-conditioners/heaters is great enough.*



# EXTRA PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

Al deProspero, editor

December 16, 1964

## The Off-Beat Pitch

IN SOME CASES, the man who breaks all the rules wins the game. Since we are not concerned with sportsmanship, but rather with selling the theatregoing public, no one's going to get hurt if we try a slightly devious method of merchandising, like sending a good-looking Candy Bar Girl through that crowd standing in the back of the theatre with a tray of drinks.

Perhaps the public, reportedly sight-sick of most advertising pitches, takes a curious delight in being sold in an unorthodox fashion. Ad pitches, by now, are (if you place faith in the gospel of the motivation researchers, mass psychologists, etc.) highly refined approaches with deliberate appeals to sensory and psychological soft spots.

We would like to abstain from judgments regarding the mood evoked by one color as opposed to another, or the type of person drawn to a "busy" ad versus a toned, light layout. Theatremen, for the most part, must employ a combination of prepared materials and homespun ballys—in selling either film or candy bar—that is, IF they take the trouble to sell either! Not being in a position to greatly influence what is prepared in the line of ad materials—even if we had solid grounds for disagreement with the professionals—we naturally turn to something fast-fading from the advertising scene—old fashion showmanship.

### Patrons Resisting Impulse?

Consider the concessions set-up that appears in the photograph on this page. Practically every indoor theatre uses a closed-front concession stand with an attendant to hand the customer his bar or ice cream sandwich. What happens when a person walks into a theatre, buys his ticket, and has to walk past a concessions cabinet like this one?

Candy sales are generally regarded as "impulse" sales. We would suspect that the change-up thrown by this theatre's management would add considerably to the impulse to pick up a bar of candy—or a drink.

Adding unusual items to a theatre's line can perk up sales in unexpected ways too. Hot peanuts, for instance, afford a profitable change of pace, and candied apples, petit fours with coffee, even midget franks have found their way into theatre lobbies.

With some of our audience growing in-

creasingly sophisticated, chances are the more zany the pitch, the more likely you are to get results. We could, for instance, suggest a method for building up concession sales in indoor situations where the open coffee bar has proven effective. One approach would be a drink-food tie-in. Free coffee or soft drinks, with a limited menu of delicacies such as Napoleans or other pastries, snack sandwiches, etc., might be tried. There is every sign that people will come early to the theatre if you provide them with relief from the tedium of sitting or worse, standing, with little to occupy their attention.

On Friday or Saturday night, for example, we have observed busy lobbies where ac-

tivity was centered around an art exhibition. A while back, if you remember, the before-the-show draw was an organ recital. Would hiring a pianist one night a week make a stir in your theatre if you put the piano in the lobby or lounge ala piano bar and set out to sell your relaxed patrons some concession items?

Maybe, maybe not. You won't know, though, until you try it!

Some take-off points might be a coffee matinee, maybe an auction or getting a quick sketch artist to do charcoals of your patrons, working out concessions angles on your lobby tie-ins, or setting up a lucky photo contest. Who knows, you may be a success?



INDOOR SELF-SERVICE at Durwood Embassy Twins, new Kansas City double covered in this issue, has patrons purchase ticket from cashier at left, then move past buffet-type refreshment bar to cashier at right. Overhead popcorn warmers, cold drinks, chilled candy bars, and quality box goods are offered.



## New Loew's House in Rochester

ROCHESTER, N. Y.—Loew's Theatres, Inc., for 35 years operators of the recently demolished Loew's Theatre in downtown Rochester, will operate the new 1,200-seat motion picture theatre to be built at 3400 Monroe Avenue, Pittsford, immediately opposite the giant Pittsford Plaza shopping center. A joint announcement was made by developer Isaac Gordon; Laurence Alan Tisch, president and chairman of the board of Loew's Theatres, Inc.; Arthur M. Tolchin, assistant to the president; and Bernard Myerson, executive vice-president.

The model theatre, which will be the hub of a shopping center, has been designed by George Yurchinson, Rochester architect. Associate architect and consultant is Sidney Schencker of Patterson, N. J.

The new cinema, to be known as Loew's Pittsford, will embody every major technical development in motion picture theatre construction and equipment, so as to insure complete comfort and enjoyment for discriminating audiences.

The seats will be of the spacious lounge-type, with extra space between rows, ramped and staggered to permit an unobstructed view of the huge 60-foot-wide theatre screen from any location. The spacing between rows has been designed to permit easy entrance and egress without disturbance to those seated.

Electronically-controlled, filtered air-conditioning will provide comfortable, even year-round temperature free of dust, pollen, and noise.

Newly perfected projectors will make possible sharp and brilliant reproduction in all new wide-screen processes including 70mm, Cinema-Scope, and Panavision. The newest



in transistorized high-fidelity sound reproduction systems will faithfully reproduce music, sound effects, and dialogue over the theatre's multichannel screen and surround speakers.

The theatre's interior design will combine a subdued elegance in lobby and lounge areas with a soft auditorium wall and lighting treatment to insure maximum screen viewing pleasure.

Of special interest to motoring moviegoers of Rochester and surrounding areas will be the huge, lighted, and supervised parking

area surrounding the theatre which, incidentally, upon completion of the new Outer Loop Expressway, will be reached in a matter of minutes from any part of Greater Rochester.

"For more than a generation, our company has brought fine entertainment to Rochester," states Tolchin. "And Rochester has reciprocated by its continuing support. That is why we are delighted to bring to Rochester and neighboring communities a lovely new theatre."

### ASC Members Shown D-150

SANTA MONICA—Approximately one hundred of Hollywood's top motion picture cameramen, members of the American Society of Cinematographers, participated in a full-scale demonstration of the Dimension-150 filming and projection process here at the D-150 theatre-laboratory in Santa Monica.

The D-150 presentation at the company's Rosemary theatre-lab was arranged by Marshall Naify, President of D-150 Inc., and Roy Evans, sales manager, exclusively for A.S.C. members through that organization's president, Hal Mohr, and Walter Boyer, chairman of the Society's educational and scientific committee.

Dr. Richard Vetter, executive vice-president and co-developer of the Dimension-150 process, welcomed the group and briefly reviewed the background of the development and various technical aspects of the process.

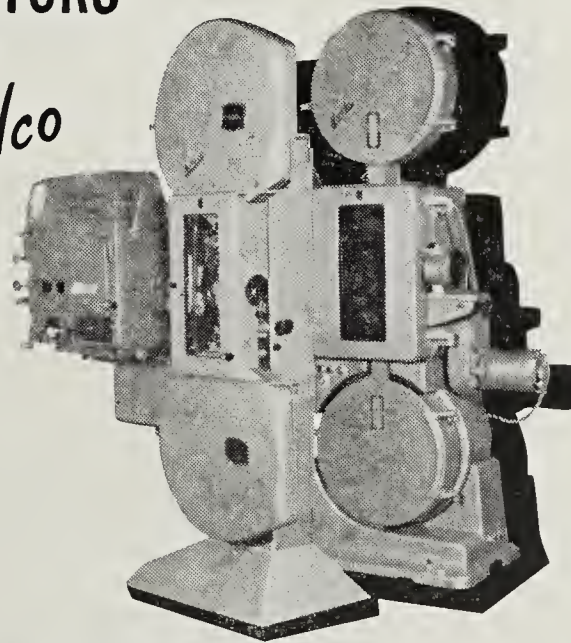
Also prior to the demonstration, Carl Williams, co-developer and executive vice-president of D-150 spoke of his recently completed survey of theatres in more than 27 key cities in the United States. He also visited "The Bible" sets in Rome, where the De Laurentiis production is currently being filmed in D-150.

The cinematographers expressed great interest and spoke enthusiastically about the demonstration. Many of those present participated in an intensive question and answer session following the demonstration screening.

Hal Mohr, president of the A.S.C., in expressing appreciation of the Society for the exclusive showing, said the interest shown and the favorable reception of other members supported his own views about the uses of D-150 for the cinematographer.

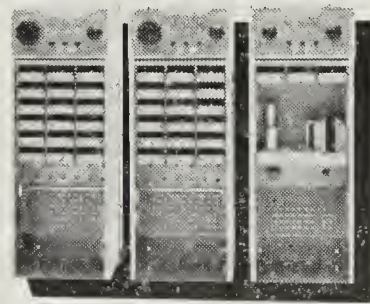
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# Fractured French Fails To Dull Glitter Of Sexy Opening Night

By Arthur Herzog  
MPE DETROIT BUREAU

ARTHUR Urquhart Dience and his wife, Anne Ursula were excited—they had been invited to many premieres by their friends the Shafer brothers at their State Theater and Wayne and Algiers drive-ins, but this was the first time they had gone to the opening of a theater. And this one was a whoop and a skip from their doorstep in the thriving Detroit suburb of Garden City where they lived.

They opened the door and Anne looked

apprehensively out at the cold dark drizzle that was falling.

"Remember what Martin Shafer said on WWJ-TV two weeks ago? He told his interviewer Ron Gamble: 'When we make mistakes, they're beauts. If this goes wrong it'll be a four hundred G mistake. But, just so we don't take the blame, if it is, we're opening it Friday the 13th.' And, Arthur, this is certainly Friday the 13th weather."

They got in the car and drove the short way to the semi-circular driveway leading to the new theatre. Anne got out. The ground was dry and the air warm from the radiant heating on the underside of the brightly-lit marquee!

A neatly-uniformed attendant handed Arthur an umbrella.

As he drove toward the lighted parking lot, he remembered Charlie Shafer telling him with a grin: "You can bring a car and a quarter—we have room for 700 cars—a car and a quarter per patron!" Arthur's mental mathematical gymnastics came up with 560 seats.

He parked the car and opened the umbrella. On it was indelibly stencilled "La Parisien." He thought: "I guess the Shafers wouldn't care if someone stole this. Every time the thief used it he would be a walking ad. But, I wonder why they called it 'La Parisien?'"

When they entered the doors, which along with hardware were finished in bronze, he found the answer. It was as if they had been transported back through the centuries to a French court.

They were almost ankle-deep in specially designed Magee carpeting, which spread wall-to-wall and beyond into the auditorium. Overhead there sparkled imported crystal

old C. Berg had whipped up—the contest on Bill Kennedy's CKLW-TV show in which a couple won admission to the press preview, were given flowers and champagne, and were driven to and from the affair in a chauffeur-driven limousine.

Said Arthur: "I hope you cracked the first bottle of champagne over the prow of the cash register!"

They looked at the custom-made Marie Antoinette mantle, the three floor-to-ceiling diamond shaped amber windows and the French furniture.

Finishing their champagne, they made their way to the auditorium. They were confronted by a 100 foot golden carpet-to-ceiling drapery. The walls looked like black velvet. They were of the Velvetex process by which fibres are sprayed on the walls. On them were three-dimensional brass fleur de lis.

Another pleasant surprise was the seats—the first Heywood-Wakefield rocking chair lounges to be installed in Michigan (supplied by Theater Equipment Co., which also provided the carpeting).

They settled back and enjoyed "Becket."

When it was over they watched the trailer for the next attraction and left.

"I want to see 'Goldfinger,' but I guess we'll have to pay next time," Anne said.

"The house alone is worth the price of admission," replied Arthur.

A few moments later when they had tucked the car away and were preparing to do the same with themselves, Arthur said: "Friday the 13th or not, I don't think the Shafer boys pulled any \$400,000-goof. Wish I had a piece of the action myself."

"I agree," said Anne. "But they did make one small mistake."

## Call a doctor

Business slipping a little?

Sometimes the causes may not be obvious. But on the other hand, a little self-examination may reveal carpets with advanced dermatitis, a marquee with external complications, or a projector about to have a breakdown. Despite your best efforts, afflictions such as these can creep up on you faster than you realize. Call the doctor from National. He'll diagnose the problem and suggest a fast cure... at surprisingly modest cost. It's completely painless.



HOME OFFICE: 50 PROSPECT AVENUE, TARRYTOWN, N.Y.



LA PARISIENNE—or LE PARISIEN

chandeliers. The walls were marble, and gold wall-paper with black flocking. Even the concession stand was backed with antique mirrors flanked by electric sconces.

They descended two steps to the recessed Fireplace Lounge. There they greeted friends and were welcomed by Charlie and Martin who handed them champagne.

They talked about the stunt publicist Har-

"What's that?"

"It's—it's—a sort of mixed-sex house."

"Mixed-sex," asked Arthur?

"Yes. You see, if it's a male house, it should have been called "Le Parisien. If female, LA ParisienNE."

"Well, something has to go wrong Friday the 13th!"



## Columbus Welcomes Two

COLUMBUS, O.—Announcement of plans for two new 1,000-seat indoor theatres in suburban Columbus was made within a few days of each other. Cinema East is to be built on a three-acre site on E. Broad street in Whitehall, and an unnamed theatre is included in plans for the Walnut Hills Shopping Center at Livingston and Brice.

Cinema East, budgeted at \$500,000, will be built by Leon Schottenstein, owner of the site, and operated by Charles Sugarman, former operator of the World art theatre and two drive-ins at Parkersburg, W. Va.

Walnut Hills Shopping Center will be the first fully-enclosed mall-type shopping center here. Completion is set for early in 1966. Architects for the center are Croce, Abbot, and Seligson. Coburn Morgan is the designer.

Cinema East will have 850 seats on the main floor and 150 in the balcony. Parking for 300 cars will be provided.

## Canberra Project •

(Continued from Page PE-7)

tourists are now visiting the Capital each year.

The Center Cinema is being constructed underneath a four story office and shop building in Canberra's downtown area. The site is bounded on one side by a retailing centre and on the other by offices and the existing 800 seat Civic Theatre which was built in 1935. Adjacent are large parking areas provided by the Federal Government which as the city grows will be replaced by multi-story parking stations. No provision in the project for parking has therefore been necessary.

The architect for the Center Cinema complex was Dr. Enrico Taglietti. Now a resident of Canberra, Dr. Taglietti came to Australia from Milan, Italy, about three years ago. Last year, he won the "Building of the Year" award from Australia's Architecture and Arts magazine.

Referring to the diagram, theatre patrons will arrive by the stairs shown at (1), and take their seats by side aisle entry. (Continental seating plan is being followed with forty inches between rows). The screen at (7) will be 15.5 feet high and up to thirty nine feet wide (should projection in a 2.5:1 aspect ratio be required.)

Projection will be from a mezzanine floor shown at (6) with a throw of 74 feet. The mezzanine floor will also contain restrooms, rewind room, storeroom and a few private seats for management. At the rear of the auditorium will be a drink and candy bar (5). The area in front of this will be separated from the seating area by an anechoic screen wall to absorb sound.

As well as the main exit stairway at (1), there will be stairs rising to push bar exits at street level in each of the other three corners of the auditorium at (2), (4) and (8).

At present, Canberra contains two indoor theatres, the Civic and the 1100 seat Capitol built in 1926, and a highly successful 400 car drive-in. It is considered that the city is ready for more theatres, particularly one of the intimate, sophisticated type. As the national Capital, the city contains a proportion of cosmopolites and academics (there are two universities) as well as large numbers of visitors and tourists.

## A FRESH FACE ON 57th STREET

■ Ely Landau, who has already elevated the Little Carnegie Theatre to a prime spot among the New York City houses, has now turned his attention to the new Cinema Rendezvous, which was formerly known as the 57th Street Normandie.

Interior decorators Evelyn and Harold Gordon have redesigned the lobby and have managed to create a lounge which conveys the feeling of the elegant intimacy of a smart drawing room with the practical requirements for a public building. It is a blending of style and utility.

The lobby and lounge are carpeted in a rich emerald green. The walls are pristine white to dramatize the Mediterranean style can-

delabra and light sconces. And the polished steel furniture is upholstered in a chic black-and-green mottled vinyl, virtually impervious to wear and tear.

One of the walls is covered with black-and-white floral pattern wallpaper which, despite its velvet-textured flocking, is completely washable.

The exterior of the Cinema Rendezvous, like its sister theatre, the Little Carnegie, sports a green awning which is a literal bower of flowers and foliage, and which is changed with the seasons. They are currently laden with chrysanthemums and autumn leaves but will soon give way to the holly berries and fir boughs of the winter season.



NEW CINEMA RENDEZVOUS LOUNGE

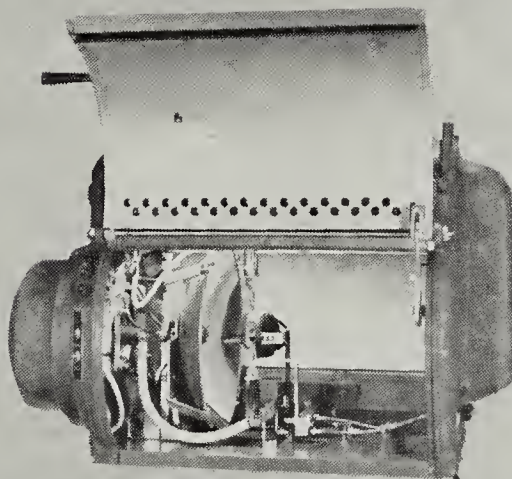


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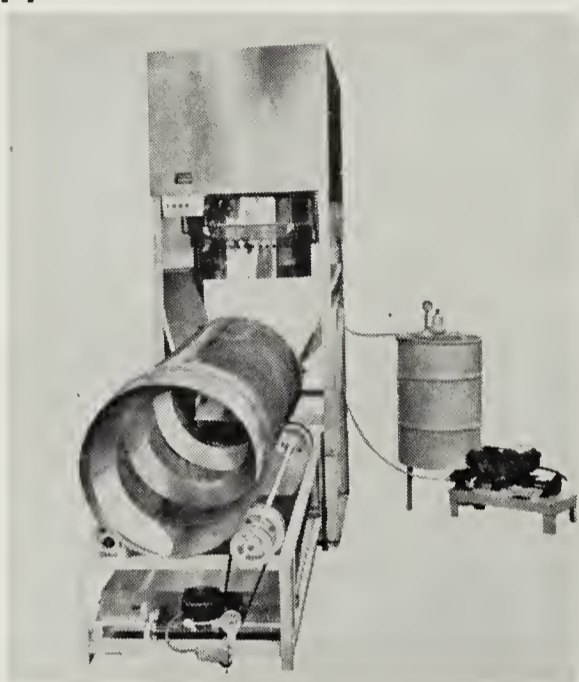


# NEW PRODUCTS

## ... that have Theatre interest

### Giant Popper

Five kettles operated in a battery can produce over 500 lbs. of popcorn with this automatic unit from Manley Inc. Total labor of less than one hour per day can yield the unit's maximum output—about 4,000 pounds of popcorn. The automatic unit features a continuous wet popper. Unit automatically loads itself, pops, and dumps. Each kettle pops five pounds of corn per batch—over 100 pounds of corn per hour. Amounts of salt, oil, and popcorn are dispensed in accurately measured quantities for each batch. Heat compensation guarantees perfect popping.



### Compact Refrigerator



A new line of compact refrigerators and freezers has been announced by Glenco Refrigeration Corp., Janney and Ann Streets, Philadelphia. Units include seven models of sandwich salad units, storage freezers and refrigerators, all with approximately 6 cu. ft. capacity.

They are completely insulated with a new, extra-rigid "one-shot" polyurethane insulation and offer choice of gleaming stainless steel doors as standard, or optional colorful decor-matching doors of laminated plastic.

An all-new breaker strip is bonded into the foam insulation to provide a truly permanent condensation barrier.

A new magnetic gasket, door that is easily reversible without special tools (for left or right hand hinging), full UL and NSF approvals are other features.

#### WANT FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE

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- CARBONS, INC., Lorraine Arc Carbons
- MASSEY SEATING CO., Theatre Seat Rehabilitation
- NATIONAL THEATRE SUPPLY CO., Theatre Equipment and Supplies
- NORTH AMERICAN PHILIPS CO., INC., Nor-elco 70/35mm Projectors
- PEPSI-COLA CO., Pepsi-Cola
- STRONG ELECTRIC CORP., THE, "Xenon" Projection Arc Lamps
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LIST ITEMS \_\_\_\_\_

ISSUE OF DECEMBER 16, 1964

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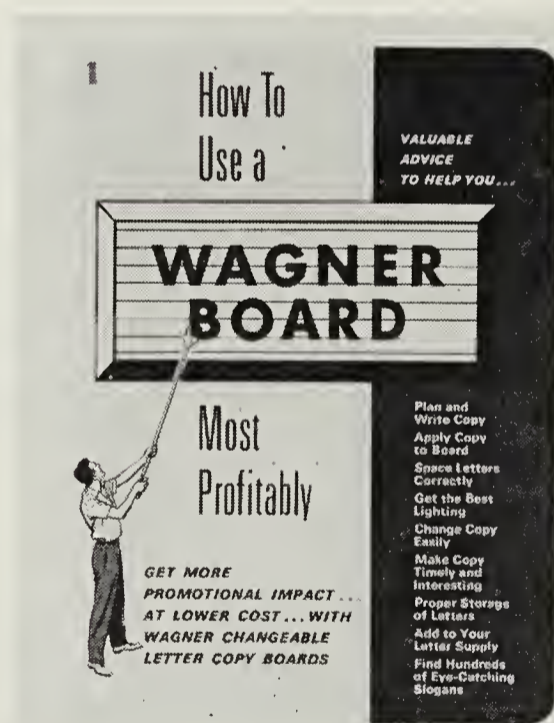
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### Wagner Booklet



This new, just-off-the-press, 32-page booklet is designed to help you make the best possible use of Wagner Changeable Letter Signs as attention-getters and for spotlighting your specialties.

Every important element of changeable letter sign use is covered. There are chapters dealing with the writing of copy, frequency of copy changes, proper sign illumination, letter changing and storage. Also included are over 1300 eye-catching slogans such as "Knock on bar—spirits will appear," and "Topless swim suits cleaned—half price." Other slogans are appropriate for specific businesses, holidays, and periods of the year.

Copies free by writing Wagner at 221 So. Hoyne Ave., Chicago, Illinois.

### Twin For Providence

BOSTON—Four Seasons Cinemas, Inc., a Boston-based corporation with theatres throughout New England, announced plans for the first twin cinema in Rhode Island.

To be known as the Four Seasons Twin Cinema, it will be located in the Gansett Shopping Center adjacent to Narragansett Race track in East Providence.

Plans call for the installation of 70 MM equipment in both theatres and the seating capacity is estimated at 1,100 seats on one side and 900 on the other.

Unlimited parking will be available and the latest innovations in cinema comfort and decor will be incorporated into the design.

Construction of the new twin cinema is scheduled to begin immediately, with an early spring opening anticipated. The theatres will be owned and operated by Four Seasons Cinemas, Inc. 344 Park Sq. Bldg., Boston, Mass., and another theatre on the west side of Providence is also on the planning boards.

### First Run Teepee Set

LAME DEER, MONT.—The world's first teepee theatre, to be called the Morningstar, will open here this June by the Cheyenne Indian's Tribal Council in Lame Deer, located in the heart of the Northern Cheyenne reservation.

The one-and-only motion picture attraction inside the real teepee will be continuous showings of a Warner Bros. film featurette, "Cheyenne Autumn Trail," in which present-day Cheyennes retrace the historic 1500-mile march of their ancestors from Oklahoma to the Yellowstone River country.



## SMPTE Plans Agenda

NEW YORK—Planning of the most diverse and comprehensive conference in the history of the Society of Motion Picture and Television Engineers (SMPTE) is well underway.

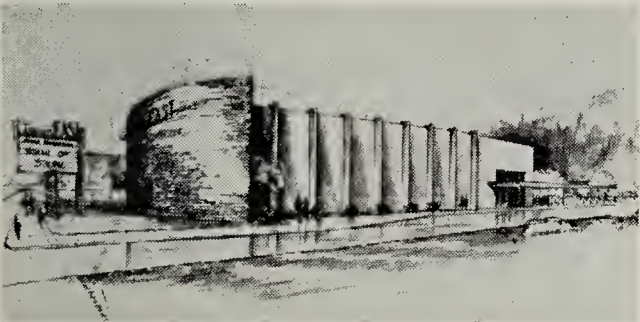
The 97th semiannual conference and exhibit is set for March 28 to April 2, 1965, at the Ambassador Hotel, Los Angeles. Program chairman is Dr. Richard J. Goldberg, Technicolor Corporation, Research and Development Division, Burbank, Calif. SMPTE semiannual papers programs are under the supervision of papers committee chairman Dr. C. Loren Graham, Color-Technology Dept., Eastman Kodak Co., Rochester, N. Y., who is appointed by the Society's editorial vice-president Herbert E. Farmer of the Department of Cinema, University of Southern California.

There is an exhibit area for 81 booths of equipment to be located adjacent to the technical sessions in the hotel. Arrangement for the equipment exhibit are being made by exhibit chairman Warren Strang. Inquiries about exhibits should be sent directly to Strang at the Hollywood Film Co., 956 N. Seward St., Hollywood, Calif. 90038.

Topics and topic chairmen have been chosen, and numerous papers have already been selected. Although the formal topical structure is broad, reflecting the growing interests of SMPTE's members, any papers which do not fit under one specific topic heading will nevertheless be welcomed for the program.

## Suburban Columbus Indoor

■ Charles Sugarman hopes to have the \$500,000 Cinema East de luxe suburban first run theatre open by summer of 1965. The 1000-seat theatre, first new indoor house to be



built in the eastern suburban area of Columbus, Ohio in nearly two decades, will be located on E. Broad Street in Whitehall near the Town and Country shopping center. The theatre will be equipped for all aspect ratios, including single-lens Cinerama. Leon Seligson is the architect.

## Ellis Sets Two Drive-Ins

PHILADELPHIA—Plans were announced here by Martin B. Ellis for the construction of 2 new Drive-In theatres in the Chester Penna. area. One theatre will be located on 25 acres of ground at the terminus of the Chester Expressway and the Blue Route directly in back of the present Chester Pike D-I, alongside the Chester City Line.

The present theatre will eventually be eliminated by the Chester Expressway and the Ellis interests have owned the adjoining property in anticipation of the new highway route affecting the theatre.

The 2nd theatre will be built on the opposite side of Chester on Route 322 just off the new Chester Expressway at Boothwyn. This theatre, of over 1000 cars, to feature the latest in modern drive-in construction, will serve the Chester, Marcus Hook and Claymont suburban area.

## MAY WE BE OF HELP?

✓ Just Check the items on which you want additional information. . . . We will get it into your hands quickly and completely. No obligation.

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Supplies</li> <li>...Popcorn</li> <li>...Popcorn Seasoning</li> <li>...Popcorn Warmers</li> <li>...Popcorn Machines</li> <li>...Refrigeration Units</li> <li>...Soft Drinks</li> <li>...Snow Cones</li> </ul> <p><b>COIN VENDING MACHINES</b></p> <ul style="list-style-type: none"> <li>...Candy Vender</li> <li>...Cigarette Vender</li> <li>...Coffee Vender</li> <li>...Coin Changers</li> <li>...Drink Vender, Cup</li> <li>...Gum Vender</li> <li>...Hot-Cold Cup Venders</li> <li>...Ice Cream Vender</li> <li>...Juice Vender</li> <li>...Milk Vender</li> <li>...Nut Vender</li> <li>...Popcorn Vender</li> <li>...Sandwich Vender</li> </ul> <p><b>DECORATION • FURNISHING</b></p> <ul style="list-style-type: none"> <li>...Carpets</li> </ul> | <ul style="list-style-type: none"> <li>...Carpet Cushion</li> <li>...Crowd Control Equipment</li> <li>...Curtains, Stage</li> <li>...Curtain Controls &amp; Track</li> <li>...Decorators, Designers</li> <li>...Draperies</li> <li>...Drink Fountain</li> <li>...Fabrics, Wall</li> <li>...Flooring</li> <li>...Lounge Furniture</li> <li>...Mats, Rubber</li> <li>...Paint</li> <li>...Sand Urns</li> <li>...Stage Rigging</li> <li>...Tile</li> <li>...Traffic Control</li> </ul> <p><b>HEATING</b></p> <ul style="list-style-type: none"> <li>...Fans</li> <li>...Furnaces</li> <li>...Heat Pumps</li> <li>...Humidifiers</li> <li>...Insulation, Thermal, Acoustic</li> </ul> <p><b>LIGHTING</b></p> <ul style="list-style-type: none"> <li>...Aisle Lights</li> <li>...Batteries</li> <li>...Color Wheels</li> <li>...Dimmers, Controls</li> <li>...Directional Signals</li> <li>...Emergency Light</li> <li>...Spot &amp; 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## 1,000 Seater For Dallas

THE COMMUNITY OF NORTH DALLAS will get a new, 1,000 seat indoor theatre—the Westwood Theatre—now under construction by Interstate Circuit, Inc.

According to John Adams, executive vice-president of Interstate, construction on the new luxury indoor theatre marks the first addition of the circuit in Dallas county since the Forset was built in 1949.

He said surveys had indicated that the Richardson area, in North Dallas county, had quadrupled its population within the past 10 years and needed and deserved a luxury theatre.

He said the theatre will encompass the ultra-modern in technical equipment and new wide-screen technique. It will be built in the multi-million dollar shopping center—Westwood—at the Northwest corner of Belt Line and Coit Roads, in Richardson.

The Westwood will be the 11th theatre within the Dallas area operated by Interstate, which is headed by Karl Hoblitzelle. The other theatres in the area under the Interstate banner include the Palace, Majestic, and Tower, downtown theatres, and the neighborhood theatres, Esquire, Village, Circle, Forest,



ARTIST'S rendering of Wometco's Park, East and West, now being constructed in Winter Park, Florida, shows common services area flanked by two auditoriums. A. Herbert Mathes is architect, and Jacobs Construction Co., of Jacksonville, is the contractor. The theatre is located directly across the street from the Winter Park Mall.

Lakewood, Inwood and the Wilshire.

Jack Corgan, noted motion picture theatre designer, is architect for the new \$350,000 Westwood.

Richardson civic and business leaders have hailed Interstate's decision to construct the Westwood as continuing evidence of progress and growth in the area.

A target opening date for the new indoor house is June 1. The theatre will feature continental-type seating. Exterior will be of antique brick, brought in from Chicago.

### "Poppins" to Carthay Circle

HOLLYWOOD—National General Corporation's Carthay Circle Theatre will be the new home of Walt Disney's "Mary Poppins" when the widely acclaimed musical "flies" in for a limited exclusive engagement starting Christmas Day.

The NGC deluxe showcase is now being refurbished for the continuous run of the Julie Andrews-Dick Van Dyke Starrer.

### FORMULA FOR TURNAWAY BUSINESS

(Continued from Page PE-11)

raced with Barrett white butt jointed asbestos shingles.

Weiss installed Carrier year 'round heating and air conditioning units for eighty cars and said he would equip the entire theatre with such units provided the popularity of such units would justify the expense.

Traffic and admissions accounting at the box office are handled through four lanes of Eprad Car-Check and Watchdog car counting systems.

An area approximately 150' wide and 300' long was sunken near the center of the drive-in and the entire main building was located in this depression, which is approximately seven feet below the level of the drive-in surface.

The purpose of this design is to lower

the main building to improve sight lines of all the car ramps at the rear of the drive-in area and to make possible one of the most unique and beautifully landscaped drive-in anywhere. More than 6,700 different pieces of shubbery were used in landscaping the project.

Currently the capacity of the theatre is 850 cars, but rough ramps have been provided and wiring installed for an additional 300 cars when the need for more capacity justifies the expansion.

All of the projection and sound equipment, speakers, junction boxes, concession and box office equipment, changeable letter signs and playground equipment, were supplied and installed under the supervision of Bill Toney, manager of the Atlanta Branch of National Theatre Supply Co.

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# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which  
Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICES** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO

Vol. 72 No. 22

DEC. 16, 1964

## ALLIED ARTISTS

### Blood On The Arrow

WESTERN  
91M.

(6414)

Allied Artists  
(De Luxe Color)

**ESTIMATE:** Old fashioned fast moving western.

**CAST:** Dale Robertson, Martha Hyer, Wendell Corey, Dandy Curran, Paul Mantee, Robert Carricart, Ted De Corsia, Elisha Cook, John Matthews, Tom Reese, Bloyce Wright, Michael Hammond, Leland Wainscott. Produced by Leon Fromkess; directed by Sidney Salkow.

**STORY:** Dale Robertson, prisoner of a U. S. Cavalry patrol, is the only survivor of an Apache attack. He is rescued by Martha Hyer, who brings him to the trading post run by her husband, Wendell Corey. Gold crazy and jealous, Corey refuses to assist Robertson until Hyer convinces him that Robertson will die unless given medical attention. The Apaches attack and kidnap the teen-age son of Hyer and Corey, Dandy Curran. The Indians hold the boy hostage until Corey delivers to them hundreds of rifles. Corey, with the assistance of Ted De Corsia and his band of outlaws, steals rifles from the Army Post. In pursuit, the Army wipes out the outlaws and kills Corey. Robertson hides the rifles in Corey's gold mine, which he booby traps. As the Indians approach, he blows it up, after rescuing Curran. Robertson, Hyer, and Curran set out on a new life together.

**X-RAY:** This unreels as a typical old fashioned western with Indians, U. S. Cavalry, and the square-jawed cowboy hero. There is plenty of riding, fighting, and other action, and the film has been given okay production and competent direction. The color photography also enhances things. Screenplay is by Robert E. Kent from a story by Kent and Mark Hanna.

**AD LINES:** "Their Justice Was The Arrow—Their Vendetta Was The White Man"; "The Savage Story Of The Untamed Devils Of The Apache Desert."

## CONTINENTAL

### Bebo's Girl

DRAMA  
94M.Continental  
(Italian-made)  
(English-titles)

**ESTIMATE:** Fair import.

**CAST:** Claudia Cardinale, George Chakiris, Marc Michel, Dany Paris, Emilio Espósito, Monique Vita, Mario Lupi, Pier Luigi Catocci, Carla Calò, Bruno Scipioni. Produced by Franco Cristaldi; directed by Luigi Comencini.

**STORY:** Country girl Claudia Cardinale joins in the celebration welcoming the end of World War II, and she is attracted to young partisan hero George Chakiris, who stops by to pay his respects to her family, her half-brother having been his friend killed in the fighting. He likes her, visits once in a while, and writes infrequently. She accepts his attentions because she is bored and because she likes the idea of being associated with a local hero. She is annoyed when she isn't consulted about her hand in marriage, and he goes to her father instead. Chakiris admits that he is in trouble, having been with several others who killed a chief of police and his son. He asks Cardinale to come along with him and meet his family, after which they are to hide out. She goes along after demanding a pair of high-heeled shoes. Enroute, he saves a collaborationist priest from being killed. They hide out for a while, and then he leaves her to avoid capture. She gets a job in the city, and meets Marc Michel. They become more than friends until she hears Chakiris has been arrested and is about to be tried. She helps in the trial and decides to stay by him. He is sentenced to 14 years in prison, and she waits for him, knowing that she is bound to him.

**X-RAY:** During the period following the end of World War II, there is not only general turmoil, but unrest and indecision between a pair of lovers, who are separated by laws and circumstance. To wait or not to wait; to love another or not—that is the decision to be faced by the young heroine. The acting is quite good, as are the direction and production. The pace of the story is a bit on the slow side. It's an okay import for the art spots. The screenplay is by Marcello Fondato, based on the novel "La Ragazza Di Bube" by Carlo Cassola. The "names" of Chakiris and Cardinale may be of value in the selling.

**AD LINES:** "The Unrest Following War Makes For Strange Bedfellows"; "Bebo's Girl Was Hard To Hold."

### Rattle Of A Simple Man

COMEDY DRAMA  
96M.Continental  
(English-made)

**ESTIMATE:** Good entry for adult art house audiences.

**CAST:** Harry H. Corbett, Diane Cilento, Thora Hird, Michael Medwin, Raymond Dyer, Hugh Fatcher, Brian Wilde, Alexander Davion, David Saire, Barbara Archer. Executive producer, Sydney Box; produced by William Gell; directed by Muriel Box.

**STORY:** Harry H. Corbett, a quiet, shy bachelor, joins the boys as usual for the annual trip to London via chartered bus for a big football match, after which they start a tour of the bars before heading home. One of the places has a nudey show where Corbett is embarrassed as usual. Michael Medwin, ladies' man, tries to pick up hostess Diane Cilento, but she brushes him off. Cor-

bett berates him for insulting her, and Medwin challenges him to do better, putting up a goodly sum against his motorcycle, betting that Corbett can't take her home and sleep with her. He agrees, and Cilento makes things easy for him, letting him take her home and agreeing to sleep with him. Reaching her apartment, she gets into a scanty costume and into bed. Panic-stricken, he thinks of bolting, but she tries to put him at ease talking about a non-existent posh family and getting him to talk about his shyness and inability to romance any girl. As things look promising, her brother breaks in and drags her down to the family's grimy Italian restaurant, where she is berated for becoming a prostitute. She reveals that her step father's lecherous attentions helped. She returns to her apartment and finds Corbett waiting for her, telling her he can't leave like that. They start over again over some tea. When he learns that she made up much of her background, he is upset, but she justifies living in a world of make-believe. They talk about taking a holiday together for a week, and again she invites him into bed. In confusion, he rushes off to catch the bus. Once on board, he realizes that he must return to her. He stops the bus and returns, which makes her happy.

**X-RAY:** This is at times delightfully candid, at others very funny, and at others deeply dramatic as a shy man's emotions and hopes are laid bare in the apartment of a beautiful prostitute as she is trying to induce him to come to bed with her for his first such experience. The presentation is most ably handled, with the production and direction in the better category. Performances are quite good, especially those of Corbett as the bashful bachelor and Cilento as the gorgeous prostitute. The theme, language, and execution is definitely on the mature side, and the entry is best suited for adult audiences in art house situations. The screenplay is by Charles Dyer from his original play.

**AD LINES:** "When A Shy Bachelor Meets A Woman of the Night, Anything Can Happen"; "For Adults Only . . . See This Story Of A Shy Bachelor And A Woman of the World And You'll Know Why."

## EMBASSY

### Three Penny Opera

MUSICAL  
83M.Embassy  
(Eastman Color)  
(German-made)  
(Dubbed in English)

**ESTIMATE:** Mediocre film of famous stage offering.

**CAST:** Curt Jergens, Hildegard Neff, Gert Frobe, Hilde Hildebrand, June Ritchie, Lino Ventura, Sammy Davis, Marlene Warrlich, Walter Giller, Hans W. Hamacher, Henning Schluter, Hans Reiser, Siegfried Wischniewski, Walter Feuchtenberg, Stanislaw Ledinek, Martin Berliner, Max Strassberg, Stefan Wig-



ger, Robert Manuel, Jurgen Feindt, Adeline Wagner, Erna Haffner, Clessia Wade, Jacqueline Pierreux. Produced by Kurt Ulrich; directed by Wolfgang Staudte; screenplay by Staudte and Guenter Weisenborn.

**STORY:** Notorious criminal Curt Jurgens (Mack The Knife) marries June Ritchie, daughter of Gert Frobe, King of the Beggars. Frobe and his wife, Hilde Hildebrand, get prostitute Hildegard Neff to report Jurgens to the police. He is arrested and sentenced to die, but is pardoned by the queen on the occasion of her coronation.

**X-RAY:** This famed satiric work by Bertolt Brecht and Kurt Weill (English lyrics by Marc Blitzstein) has a fascinating stage history in Germany and here as well. The music is wonderful; the lyrics bitterly right; and the social comment stringent and meaningful. For these reasons, it is a shame to report that this screen version, at least the English rendition, is almost totally unsatisfying. Dubbing is amateurish, making the dialogue difficult to follow and the musical numbers even worse. Editing is so choppy that continuity and interest are just about lost completely. There are some fine performers in the cast, but you would never know it. They seem to be wasted here. Sammy Davis, Jr., as the streetsinger, has been tacked on to the production but only adds to the confusion. Perhaps what we are seeing is a chopped up version of a worthwhile German film, but as we saw it, it should have been left the way it was. There is no doubt that a musical is the hardest kind of screen entertainment to dub successfully. That is why so few survive the language transition. This one just doesn't make it. It won't satisfy art or general patrons.

**AD LINES:** "The Longest Running Show In Off-Broadway History Hits The Screen"; "A New Experience In Wit And Satire From The Biting Pen Of Bertolt Brecht."

## MGM

### Quick Before It Melts

COMEDY  
98M.

(6514)  
MGM  
(Panavision)  
(Metrocolor)

**ESTIMATE:** Amusing comedy.

**CAST:** George Maharis, Robert Morse, Anjanette Comer, James Gregory, Howard St. John, Michael Constantine, Norman Fell, Janine Gray, Yvonne Craig, Bernard Fox, Conlan Carter. Produced by Douglas Lawrence and Delbert Mann; directed by Delbert Mann.

**STORY:** Robert Morse is an undistinguished, shy writer for a national magazine, who happens to be engaged to Yvonne Craig, daughter of managing editor Howard St. John. The latter decides to send Morse and extroverted photographer George Maharis on a Navy-sponsored junket to Little America at the South Pole. In New Zealand, Maharis falls for blonde Janine Gray, while Morse is attracted to Anjanette Comer. Their date turns into a brawl when competitive writer Norman Fell makes some remarks about Comer, which Fell later cables back to the papers. The result doesn't exactly make Admiral James Gregory jump for joy. At the frozen way station, Morse and Maharis become friendly with exchange Russian scientist Michael Constantine and try to get him to defect so that they can have a story. He refuses. As time passes and boredom sets in, Maharis persuades Gregory to fly a plane load of girls into the station for public relations value. Among these are Comer and Gray. When Constantine meets Comer, he falls in love with her and she with him. They get Gregory to marry them, after which he announces that he will defect. Maharis delays Fell by agreeing to marry Gray so that Morse can get the story out first. The scoop forces St. John to give them raises and better working conditions. A confident Morse returns to literally sweep Craig off her feet.

**X-RAY:** There are some very cute and funny bits to be found in this generally amusing comedy that could go well as part of the show. The engaging cast performs in able fashion, with Morse good as the sky hero. Direction and production values are competent. The background is a bit different, and color adds to the overall value of the entry. It moves at an interesting pace and should do okay. The screenplay is by Dale Wasserman based on a novel by Philip Benjamin.

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "A Blistering Romance At The South Pole Makes For Fun . . . Fun . . . Fun"; "The Hottest Romantic Comedy To Reach The Screen In Many A Moon."

### Signpost To Murder

DRAMA  
74M.

(6515)  
MGM  
(English made)  
(Panavision)

**ESTIMATE:** Bizarre whodunit for program.

**CAST:** Stuart Whitman, Joanne Woodward, Edward Mulhare, Alan Napier, Joyce Worsley, Leslie Denison, Murray Matheson, Hedley Mattingly, Carol Veazie. Produced by Lawrence Weingarten; directed by George Englund.

**STORY:** Stuart Whitman, committed to an asylum for the criminally insane for the murder of his wife, is cultivated by his psychiatrist. When turned down for a hearing to reestablish his legal sanity, Whitman escapes and makes his way through the woods to the millhouse of Joanne Woodward. Hoping to stay at large two weeks so that he can get the benefit of an archaic law still on the books which would assure him retrial, he commandeers the house. Woodward, ostensibly waiting for her husband to fly in from a business trip, is alone. Whitman dons her husbands clothes and takes one of his guns. The charm of the old house seems to soften him, and the two begin to talk normally. A police search and a visit by Whitman's psychiatrists fail to uncover his presence in the house. He is drawn to Woodward, who does not appear to be afraid of him. Woodward confides to him that she has been unhappy living in isolation with her husband, and the two make love. While she is sleeping, Whitman notices the mill wheel has stopped and investigates, finding the body of a man with his throat slashed on one of the paddles. He recoils in horror and falls backwards down a flight of steps, awakening Woodward. When he comes to, there is nothing on the wheel. The search party after Whitman discovers the body, that of Woodward's husband, in the morning, and returns to the house so she can go in for an identification. Whitman, hiding in the storeroom, plans to make his escape. When Woodward returns, he is on the roof looking for a way to flee. When she clears the house of police and friends, he comes back, and she tells him that he must have murdered her husband too. The police return, and she tells them he is in the house. They flush him out and disarm him, but his accusations against Woodward, who has aroused his suspicions, sound plausible enough to the police that they let him tell his story. Finally, Woodward admits that he spent the night with her, and that she and the psychiatrist constructed the plot of having him escape and using him as a coverup so that they could get her husband out of the way.

**X-RAY:** Psychiatrists may picket this grisly entry, which, if it has nothing else, features the Whitman and Woodward names and a charming old mill house that will delight audiences interested in gracious country living—between murders, that is. Whitman, as the misunderstood inmate used by his criminal psychiatrist, is understandably handicapped by the garbled script. Both he and Miss Woodward seem determined to act right through the gaping deficiencies, with confusing results. In the end, the ones who were supposed to be sane turn out to be mad

murderers. The poor fellow from the institution finds his psychiatrist being led off by the police, and seems understandably baffled by Miss Woodward's suicide at the end. Undemanding audiences may appreciate the twist ending, which manages to make a glowering non sequitur out of what came before. Screenplay is by Sally Benson from a play by Monte Doyle.

**TIPS ON BIDDING:** Fair program rates.

**AD LINES:** "An Absorbing Drama Of Twisted Minds and Deadly Violence"; "A Suspense Thriller."

## PARAMOUNT

### The Disorderly Orderly

Comedy  
90M.

Paramount  
(Color)

**ESTIMATE:** Typical Jerry Lewis farce primarily for the kids.

**CAST:** Jerry Lewis, Susan Oliver, Glenda Farrell, Everett Sloane, Karen Sharpe, Kathleen Freeman, Del Moore, Jack E. Leonard, Barbara Nichols, Alice Pearce, Danny Costello, Mike Ross, Benny Rubin, Frank Scannell, Milton Frome, John Macchia. Executive producer, Jerry Lewis; produced by Paul Jones; directed by Frank Tashlin; screenplay by Tashlin.

**STORY:** Jerry Lewis is an orderly in a posh mental institution run by Dr. Glenda Farrell. He can't do anything right. Actually, he wants to be a doctor but suffers the symptoms of every patient who tells him of their ills. Susan Oliver, attempted suicide, is brought to the hospital to recuperate. Everett Sloane, head of the hospital board, decrees that no one can stay unless they pay top dollar. Oliver is broke, so she must leave. Lewis decides to pay for her care since he has loved her since high school. His actions bother nurse Karen Sharpe, who loves him. Finally, Lewis realizes that it is really Sharpe whom he loves. They are reunited after a mad chase in two ambulances that also results in the selfish Sloane getting his just desserts.

**X-RAY:** There is little sense trying to make anything of the plot or characters in a Jerry Lewis comedy. This one is no exception. Those who like the brash comic will come out for this one, too, and those who don't will stay away. From his record, it appears that enough people like him to insure the film's boxoffice success. The film is just a string of sight gags strung together on a tenuous story-line. Some gags work and more do not. There are some fair laughs and some slow stretches. As always, Lewis carries some gags far past the point of diminishing returns. Technical credits are adequate. It's aimed at the kids, and they may get a kick out of it.

**AD LINES:** "The Most Disorderly Orderly Of Them All Turns A Hospital On It's Ear"; "The Screen's Zaniest Clown In Another Laugh-Fest."

## 20th-FOX

### Zorba The Greek

DRAMA  
142M.

20th-Fox  
(Filmed in Greece)

**ESTIMATE:** Fine drama.

**CAST:** Anthony Quinn, Alan Bates, Irene Papas, Lila Kedrova, George Foundas, Eleni Anousaki, Sotiris Moustakas. Produced and directed by Michael Cacoyannis.

**STORY:** British writer Alan Bates is on his way to Crete to investigate the potential of a family lignite mine, and while waiting for his ship becomes friendly with sensual and gregarious Anthony Quinn. When he learns that Quinn is at liberty and that he was once a miner, he agrees to take him along to help out. In the Cretan village where his land lies, they quarter in a tiny hotel owned by aging



French cocotte Lila Kedrova, who likes to live in the past every once in a while when she was the toast of many men. Quinn pays court to her, helping her to relive the past a bit. Also in the village is attractive, young widow Irene Papas, who rejects the men of the area but is attracted to Bates. He is too timid to go to her despite the urgings of Quinn. They find that the mine is dangerous and needs timber to shore it up. Quinn charms inhabitants of the local monastery to allow him to take what he wants from their forest atop the nearby mountain, but to get it down, he devises a lift of sorts. Quinn is sent to the city by Bates along with his dwindling capital, and when Bates gets a letter back telling how Quinn is enjoying his visit to the city, Bates becomes annoyed and informs the inquiring Kedrova that Quinn has promised to marry her upon his return. Bates also goes to Papas, and they make love. One of the villagers in love with her, kills himself over his rejection, and the village turns against her, killing her despite efforts of Bates and Quinn to save her. Quinn marries Kedrova under the open sky with Bates as their only witness, and the construction of the timber hoist proceeds to a conclusion. Kedrova becomes ill and dies in Quinn's arms, after which the poor villagers strip the house to prevent the state from taking over her belongings. The cable lift is given a try-out and collapses disastrously. Quinn remains unaffected, only concerned with the continuation of life and its enjoyment. Bates, who has absorbed much of Quinn's philosophies, becomes indoctrinated with his outlook. The two men become firm friends, and nothing will separate them.

**X-RAY:** This story of a man who took life as it came and loved it, and many of the people around him, especially women, is a fascinating and absorbing one that will hold the complete attention of all who see it. Set among the rich and rewarding surroundings of the Isle of Crete, the drama is enjoyable because of the extra-fine efforts of the cast and the director-producer. Anthony Quinn is excellent in the title role, and he receives superior support from those around him, especially Alan Bates and Lila Kedrova. Director-producer Michael Cacoyannis does a masterful job with the material at hand, and his own script, based on the novel by Nikos Kazantzakis, accounts for the great success that the film should have not only in the specialty houses but also anywhere good entertainment is appreciated. It's a worthy effort where its length is not a deterring factor.

**TIPS ON BIDDING:** Depends on individual situation.

**AD LINES:** "An Outstanding Film"; "A Fascinating And Absorbing Story Of A Man Who Stood Out Among Men."

## UNIVERSAL

### The Guns Of August

DOCUMENTARY  
99M.

(6502)

Universal

**ESTIMATE:** Interesting documentary on World War I.

**CREDITS:** Created and produced by Nathan Kroll; film narration written by Arthur B. Tourtellot; narrated by Fritz Weaver; executive producer, Lawrence G. White; associate producer, Eugene Gelber; edited by Miriam Arsham.

**CONTENT:** Prior to the start of World War I, the royal families of the countries of Europe are to be seen at play, at work, and in intrigue, and the story is told of events that lead up to World War I. As the struggle gets underway, battleground sequences in stills and in motion picture film show the tremendous cost that was exacted on both sides. Shortly after the U. S. enters, armistice

is declared, and a weary world can turn its attention on to other matters.

**X-RAY:** It's quite obvious that much care and research has gone into this study of World War I, how it came about, its conduct, and the outcome. Scenes that were never before seen are presented, and the manner of presentation creates interest and holds it pretty much throughout. The technical work is fine as are the writings, narration, and overall production. How ready audiences are to accept this look-back into history as commercial entertainment is something that will be determined after testing. There are two ways it can go—either people will show an active and almost compulsive interest in the subject or it will result in informing the minds of historians and school-age youngsters as an expert documentary. The film is based on the Pulitzer Prize winning best seller by Barbara W. Tuchman.

**AD LINES:** "Torn From The Pages of Yesterday's History"; "An Intriguing Pulitzer Prize Winning Book Becomes A Thrilling Screen Experience."

### Strange Bedfellows

COMEDY  
98M.

(6505)

Universal  
(Technicolor)

**ESTIMATE:** Cute comedy with potent cast.

**CAST:** Rock Hudson, Gina Lollobrigida, Gig Young, Edward Judd, Terry-Thomas, Arthur Haynes, Howard St. John, David King, Peggy Rea, Joseph Sirola, Nancy Kulp, Lucy Landau, Bernard Fox. Produced and directed by Melvin Frank; associate producer, Hal C. Kern.

**STORY:** Young oil executive Rock Hudson, upon his return from Arabia to London, accidentally meets Gina Lollobrigida, falls for her, and marries her just like that. Afterwards, he finds out that she is interested in all sorts of kookie causes, which she doesn't want to give up. He leaves her to continue his company's quest for oil. Seven years later, after some particularly big deals are concluded and Hudson is in a position to be promoted to head the international company, he finds that his family image must be improved. Public relations man Gig Young is sent along to do just that. Hudson tries to reconcile with Lollobrigida, and things go well until he finds that she is still interested in kookie causes as well as in a boy friend, Edward Judd. Another breakup is followed by another reconciliation, with Hudson promising to allow her anything in the way of causes. He and Young put forth a plan to make her think he is in danger of accepting a dangerous assignment. In reality, it's a plot to get her out of riding through London as Lady Godiva. Judd sets her straight, and there's a battle at the demonstration which lands them all in court. Hudson refuses to lie and admits all, which brings him and Lollobrigida together again. His boss, Howard St. John, fires him at first but then decides to rehire him when all is settled in his personal life.

**X-RAY:** This is the kind of comedy that Rock Hudson and various and assorted leading ladies stumble in and out of with a now familiar dexterity. It is good for a number of laughs and chuckles. It's not so much the content but the manner of presentation that garners the laughs. This one did well when screened before a sneak preview audience, with most viewers seeming to enjoy the gags and grimaces. The performances are good, and direction and production are capable. Those seeking the light-in-weight should be adequately compensated via this entry. The screenplay is by Melvin Frank and Michael Pertwee, based on a story by Norman Panama and Frank.

**AD LINES:** "Oil And Water Do Not Mix—Or Do They?"; "She Was Interested In All Sorts Of Kookie Causes Until Her Husband Straightened Her Out."

### Taggart

(6504)  
Universal  
(Color)

**ESTIMATE:** Okay western.

**CAST:** Tony Young, Dan Duryea, Dick Foran, Elsa Cardenas, Jean Hale, Emile Meyer, David Carradine, Peter Duryea, Tom Reese, Ray Teal, Claudia Barrett, Stuart Randall, Harry Carey, Bill Henry, Sarah Selby. Produced by Gordon Kay; directed by R. G. Springsteen.

**STORY:** Tony Young, his parents, and a few men arrive to establish a home on land purchased from the government along with a small herd of cattle. Since they are going counter to the wishes of Emil Meyers, local rancher, he is determined to teach them a lesson. He leads a band containing his son and others out to attack the newcomers. Young's mother and father are killed as are several others, while the cattle are run off. Meyers is badly wounded and is taken to town by his son. Young, slightly wounded, follows to the doctor's office where he kills the son during a fair fight. The sheriff sends him on his way. Meyers recovers sufficiently to send for hired killers Dan Duryea, Tom Reese, and David Carradine to go after Young and kill him for a price. They overtake him, and Carradine is killed before Young gets away. Reese is wounded but rides along with Duryea. Duryea is annoyed at being held back by the wounded man and kills him. Besides, it means more money for him. In the middle of hostile Apache country, Young comes across an old mission inhabited by Dick Foran; his young Mexican wife, Elsa Cardenas; and daughter Jean Hale. Young saves Foran's life when an Indian attacks him. When Duryea catches up, they make him a prisoner. Restless Cardenas frees him on the promise he will take her and some gold Foran found. They join a wagon train headed for a fort. Cardenas tries to get rid of Duryea, but he tries to kill her. The job is completed by attacking Indians while Duryea gets to the fort. Wounded Foran, Hale and Young arrive shortly after Duryea. Foran is killed, and Young takes care of Duryea as the battle with the Indians subsides. The future looks a bit brighter for Young and Hale.

**X-RAY:** There's a goodly amount of action, plenty of melodramatics, some suspense, etc., to be found in this western that holds interest fairly well and should do okay as part of the program. Some of the acting is a trifle on the heavy-handed side, but the cast is generally competent. Direction and production are average. Color helps in making the entry more palatable. The screenplay is by Robert Creighton Williams, based on the novel by Louis L'Amour.

**AD LINES:** "Murder . . . Gold . . . Greed . . . Apaches All Are Touched by 'Taggart'; "A Fast-Moving Western Adventure About Taggart, A Fast Man With A Gun."

## WARNERS

### Dear Heart

DRAMA  
114M.

(455)  
Warners

**ESTIMATE:** Mildly entertaining.

**CAST:** Glenn Ford, Geraldine Page, Michael Anderson, Jr., Barbara Nichols, Patricia Barry, Charles Drake, Ruth McDevitt, Neva Patterson, Alice Pearce, Richard Deacon, Joanna Crawford. Produced by Martin Manulis; directed by Delbert Mann.

**STORY:** Geraldine Page, small town post-mistress, arrives in New York to attend a postmasters' convention at a hotel. She finds that the natives shy away from her friendly overtures, but she soon gets to know the staff at the hotel. One of the guests is greeting

(Continued on page 5240)



## ALPHABETICAL GUIDE TO 106 Feature Reviews

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## DEAR HEART

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card salesman Glenn Ford, who has been promoted and is in town for home office conferences. She overhears some of his problems and makes friends with him. It turns out that he already thinks of himself as married even though he and widow Angela Lansbury are yet to be wed. One of the surprises that awaits him is the son of Lansbury, who is attending school in New England, Michael Anderson, Jr., who comes down with his girl friend to look over his about-to-be new father and to present him with some of his problems, one of which is incompatibility with Lansbury. Page dines alone and share a table with Ford briefly until he is overwhelmed by her unwomanly authority. Later, they become close, with Ford asking her to inspect an apartment he rented for him and Lansbury. She likes it but becomes annoyed at his talk

of sharing it with his future wife and son. Lansbury arrives in town and makes it clear that she wants to get away from small town living and her daily chores and hospitable ways, which was part of the charm that attracted her to Ford. She doesn't like the apartment, preferring to live in a hotel and take full advantage of room service. Ford is disgusted, figuring that he was finally getting a real home after travelling on the road for many years. He walks out on Lansbury and Anderson, calling it quits, and he tries to find Page, who has decided to leave for home ahead of time. He has her paged at the station, where they are reunited.

X-RAY: This starts out on a note of promise and gets bogged in a mess of talk and minor by-play as it inches along. While the players are competent, viewers may find that Page's continued conversation without end tends to become a bit annoying. The running time is also excessive for the story property. The

direction is adequate, and the production values are good. It can stand up as part of the show in many situations, but to go it alone, it may need some extra selling. The screenplay is by Tad Mosel, based on his own story.

TIP ON BIDDING: Higher program rates.

AD LINES: "An Unusual Love Story"; "Two Lonely People Caught Up In The Whirl of The Big City."

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DECEMBER 16, 1964 SECTION THREE  
Vol. 72 No. 22

## Exhib's Super-Salesmanship Earns NSS Encomiums

NEW YORK—Joseph E. Lunbeck, owner, Skyline, Pinedale, Wyo., has been nominated "Top Proponent of Community Relations with an extra Oak Leaf Cluster for Showmanship," by Melvin L. Gold, general sales manager for National Screen Service.

The World Almanac provides the information that Pinedale has a total population of only 3,778. According to Gold, "Commercial opportunities for theatre promotion would not seem particularly bright."

Lunbeck, however, doesn't look at statistics when it comes to operating his business. No less than 77 business firms are joining the enterprising theatremen in extending holiday salutations to Pinedale's citizenry through the medium of the Skyline's screen. Gold believes that Lunbeck has every merchant in his own county tied in and probably went further afield to make sure his theatre-community project was solid.

The incident came to light when Lunbeck submitted his order for National Screen's Season's Greetings Trailer followed by merchant ads for each of the 77 firms. "His enterprise as a showman was further demonstrated," concludes Gold, "when he ordered the trailers produced in the new NSS Cinemotion process which provides exciting animation for the merchants' advertising backgrounds."

## It's That Time of Year

A helicopter load of Santa Claus' arrived in New York from the North Pole. They landed at the Wall Street Heliport. Kiddies accompanied by their parents were invited to welcome the Santas at the Wall St. Heliport—Pier 6 East River Drive—upon their arrival, or welcome them later at the RKO Palace Theatre Broadway.

The reason for the Santas pre-Christmas arrival was for their personal appearances on the stages of 13 RKO Theatres in conjunction with the New York premiere of the brand-new Christmas film "Santa Claus Conquers the Martians."

The 13 RKO Theatres where the Santas will be appearing are: the Palace, Broadway; 58th Street, Manhattan; Albee, Kenmore and Dyker, Brooklyn; Fordham, Bronx; Keith's, Flushing; Keith's, White Plains; Proctor's, Mt. Vernon; Proctor's, New Rochelle; Proctor's, Yonkers; Alden, Jamaica; and Columbia, Far Rockway.

The Santas will present feats of magic along with kiddie games. There will also be bags full of prizes for the youngsters.

## COLUMBIA TAPS BAG OF TRICKS FOR "FIRST MEN IN MOON" STUNTS



An alluring "slave" girl, chains and all, participated in a bartering act on Broadway to herald the recent opening of Continental's "Slave Trade in The World Today," at the DeMille, New York.

## Gas For "Zebra"

Metro-Goldwyn-Mayer and the American Gas Association have completed plans for a major advertising tie-in campaign on the Ivan Tors Production, "Zebra in the Kitchen."

A national newspaper advertising campaign based on the theme of the picture will promote Magic Chef Ranges and will be supplemented by an American Gas Association institutional advertising campaign, as well as point-of-sale promotions.

Charles H. Schneer's "First Men IN The Moon," which has captured the imagination of the nation's exhibitors who have booked it heavily, owes much of its astronomical success to a space-age promotional campaign devised by Columbia Pictures, distributor of the H. G. Wells outer-space adventure.

For, among its efforts to make "First Men IN The Moon" the most pre-sold film of its type, Columbia literally moved heaven to earth as one of its attention-getting techniques. Tons of selenite ore—reputed to have fallen on this planet from moon meteors—were among the many exhibitor aids made available to capture the spotlight at key theatre locations during the build-up of the film. Estimated hundreds of thousands of American moviegoers had the opportunity to actually "touch the moon" while learning the exciting details of the picture.

The heart of the "First Men IN The Moon" promotional campaign, however, depended upon an impressive feet-on-the-ground approach to bring its message to all segments of the public. For example, Col. John "Shorty" Powers, who gained national fame as "the Voice of Mercury Control" during U.S. efforts, endorsed the Schneer color film on television and radio messages broadcast almost constantly during the countdown before "First Men IN The Moon." Powers, who declared that the Columbia Pictures release

(Continued on page EX-638)



A 34 foot slice of the moon as depicted in Columbia's "First Men In The Moon" added a touch of outer space to Macy's annual New York Thanksgiving Day Parade. The float, populated by moon-creatures, belched smoke and made eerie sounds as it moved along the parade route.





Broadway pedestrians in New York stood in line recently to have both a view and a touch of the moon courtesy of Loew's New Capitol which had his outer lobby display on Columbia's "First Men In The Moon."

**"FIRST MEN IN MOON"**

(Continued from page EX-637)

was "all systems go," was also at the hub of an unusual and far-reaching newspaper ad campaign, as well as the subject of widely used display posters and frequent open-end interviews on the nation's airwaves.

In other important advertising activities, Columbia created the largest ad in number of pages that has ever appeared for any film anywhere in consumer newspapers. The ad, a newspaper-within-a-newspaper entitled "Luna News," was designed to run in America's largest-circulation newspaper, The N. Y. Daily News, timed with the showcase opening of "First Men IN The Moon" in the New York City area. Meanwhile, reprints of the ad are serving as the hub of a herald campaign which will bring news of the film to millions throughout America.

A high point in the Columbia Pictures campaign for the film was the inclusion of a "First Men IN The Moon" float in Macy's famed Thanksgiving Day Parade. Estimates are that 73 million viewers saw the float on

**"7 Hoods" Prizes**

Tony Collincini, manager of the Manos Theatre in Greentown, Pa., has won the \$500 first prize for the best manager's campaign book on Warner Bros.' "Robin and the 7 Hoods," it was announced by Ernie Grossman, Warner Bros. national director of exploitation and promotion.

Second prize of \$350 was awarded to Ivan Ackery, of the Orpheum Theatre in Vancouver, B. C., Canada, and the \$250 third prize went to Mrs. Marge Mortensen, of the Capitol Theatre in Willimantic, Conn.

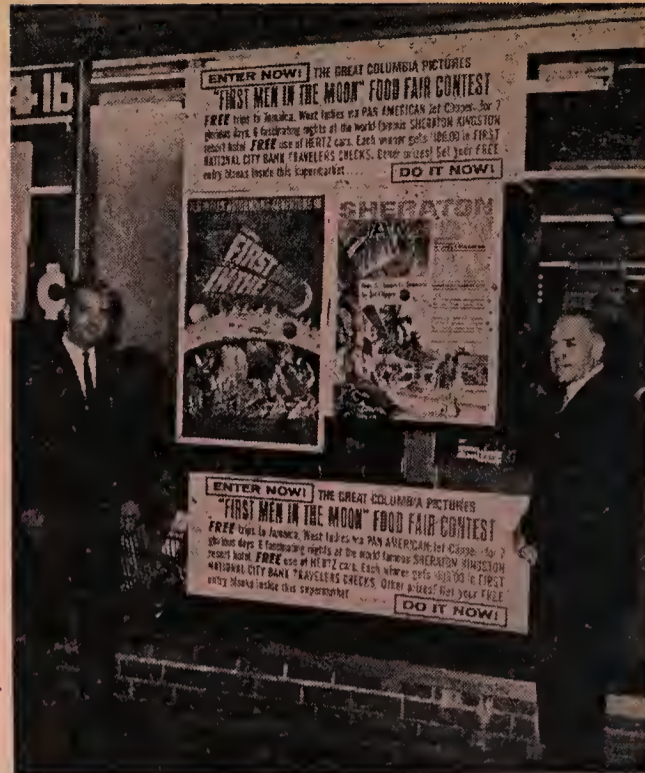
Four runners-up, who received \$100 each, are John Ellison, Jr., of the McDonald Theatre in Eugene, Ore.; Francis De Zengremel of Schine's Holland Theatre in Bellefontaine, Ohio; Murt F. Makins of the Admiral Theatre in Bremerton, Wash., and H. L. Rastetter of the Warner Theatre in Erie, Pa.

Judges in the competition were Fred Herkowitz, director of advertising and publicity for RKO Theatres; Harry Goldberg, director of advertising and publicity for Stanley-Warner Theatres, and Grossman.

NBC-TV, CBS-TV and along the streets of New York. Meanwhile, other parades on the west coast warranted the construction of another special float similar to the one used for the Macy's parade. Some 17 West Coast parades round out the itinerary for the float.

Tie-ins for "First Men IN The Moon" are everywhere. In addition to a handsome paperbound book published by Ballantine which uses movie art on its cover and a Gold Key comic book that commands display space on tens of thousands of the nation's newstands, the Schneer film is receiving national attention via such important firms as: Revell, Inc., one of the country's largest model kit builders; Edmund Scientific Co., specialists in astronomical equipment; Sky & Telescope, the "bible" of amateur astronomers; and many other national concerns.

Locally, stores are holding "Moon Day" sales, toy departments are featuring moon windows and moon sections; home movie outlets are featuring the 8 mm "First Men IN The Moon" souvenir film, and colleges and museums maintaining planetariums are giving the nod to information about "First



Important window space in Food Fair chain stores was recently allotted to Columbia's "First Men In The Moon" as part of a contest sponsored by the supermarket network in cooperation with Columbia Pictures. Shown examining one of the displays is Food Fair store manager G. Tufo, of New York City; and Columbia exploiter Bob Cooper.

Men IN The Moon" in their bulletins and at their locations.

On local-level television, a massive ad buy in the New York area timed with the showcase presentation includes more than 50 spots on TV during a six-day period surrounding the showcase. Considered one of the biggest ad buys by Columbia for this type of film, the campaign runs the gamut of the top daytime and evening shows in the area.

Theaters involved in the opening of "First Men IN The Moon" are heavily supporting programs to exploit the Columbia Pictures release. In New York, for example, a coloring contest for the film is being sponsored through a herald campaign by Loew's Theatres and other coloring contests have devised by chains elsewhere based upon material available from Columbia Pictures. Balloons with picture credits are being inflated and distributed in every major city where the Columbia picture is due to open. Telescopes offering a glimpse of the moon courtesy of "First Men IN The Moon" are frequent events. Moon maps are being displayed everywhere throughout the country as part of the "First Men IN The Moon" campaign.

Finally, "First Men IN The Moon" has been accorded one of the most intense publicity campaigns ever devised for a film of its type. The film, its producer Charles H. Schneer, its special effects consultant Ray Harryhausen, inventor of the famous Dynamation process, its actors including Edward Judd, Martha Hyer and Lionel Jeffries, its moon machines and selenite creatures have gained tremendous space in the nation's newspapers and magazines as well as on the air and television.

These factors, acting as power-packed increments for "First Men IN The Moon," guarantee that the Columbia Pictures release is heading skyward with unique vigor and speed.



New York's Radio City Music Hall again participated in Macy's Thanksgiving Day Parade this year. At Herald Square, the Rockettes and Ballet Company performed for the nationwide telecast of the parade. The theatre also had a float in the parade.

**LOOK FOR EXPLOITATION EVERY OTHER WEEK IN MOTION PICTURE EXHIBITOR**





Bob Parker, ABC Exeter, England and aides in the midst of preparing box lunches for 120 children winners of a picnic trip and contest held for the new Cliff Richard musical, "Wonderful Life."

## "Seven Days" Winners

Winners of the national contest conducted by Paramount Pictures and Bantam Books in conjunction with the Seven Arts-Joel-Frankenheimer production, "Seven Days in May," were announced.

The two first prizes of Saab Automobiles were won by Mrs. George Baskerville, Fort Collins, Colorado, and Mrs. E. Harriette Bender, Albany, New York. Honda Motorbikes were won by Mrs. W. T. Dunn, Jr., Dallas, and Mrs. Ruth Isaac, Bronx, New York. A Lambert Garden Tractor was awarded to Mrs. Dorothy Bennett, Miami, Florida.

Twenty-five additional prizes of Macshore Blouses were also presented in the "Seven Days in May" contest.

## Harlow In New Magazine

"The True Story of Jean Harlow," with a special section on Joseph E. Levine's "Harlow," has just been published in a deluxe collector's edition selling at one dollar.

Illustrated with over 100 photographs of Jean Harlow and Carroll Baker, who will portray Harlow in Levine's forthcoming screen biography, the magazine is the second of its kind to hit newsstands in recent weeks. Dell Publishing Company previously issued "Louella Parson's Story of Jean Harlow," which also credits the Levine film.



This attractive National Screen Service New Year's Eve Show standee in the five foot size is for use in theatre lobbies, while its counterpart in 22 inch size lends itself to promotion away from the theatre in store windows or on counters of friendly merchants. Ample space is provided across the bottom for theatre name and attractions.

# British Activities

by Jock MacGregor

It is a long time since we heard from Bob Parker, of the ABC, Exeter, but it would seem that he is submitting quality rather than quantity. His campaign for the new Cliff Richard musical "Wonderful Life" is a gem and I cannot summarize better than quote that good friend of the industry, Peter J. Jarman, of the Express and Echo, Exeter: "The local cinema where ever it is may contribute far more than many realise to the life of the community. Not only does it supply entertainment, but humanity of an often-forgotten welfare character. All praise, therefore, to the Exeter ABC, which through the manager, Robert Parker, is currently selling tickets to help a host of under-privileged and handicapped children. The idea is tied up with Warner Pathe's forthcoming release of Cliff Richard's "Wonderful Life"—but the motive behind it is far more than a publicity stunt. Thanks to the generosity of local traders a whole list of attractive prizes is available to those who win the contest, which involves guessing how many beans are in a jar. These include air trips to London, cameras, a hair dryer, a weekend at a hotel and a picnic case. The money will provide as many coach loads as possible for a "wonderful life" outing for the local youngsters who really need our help. I'll be picking out the winning tickets and I hope you'll be lucky." Bob Parker reports that the effort was more than just a public relations effort. It was a sincere gesture not only from the press and himself but from his staff who helped actively, the local welfare authorities and some 20 patrons who volunteered to help. \$420 were raised and on the day the Lord Bishop of Exeter saw three gaily bannered coaches loads off. On arrival at Torquay they were given a stage show in the Pavilion by radio favorite, Jimmy Clitheroe, before boarding the pleasure steamer for a trip across the bay to Brixham to be greeted in the rain by Yana, the international cabaret and tv singer. She led them through the town to their coaches for the trip to the Paignton Zoo, where they had the picnic lunch which had been voluntarily packed by the theatre staff. After a few hours with the animals and a sit down meal they were back to Torquay for the theatre show starring Yana. They finally reached Exeter some 12 hours after starting. The whole was extensively covered by press and tv. All cooperating firms supported a foyer display. The campaign was rounded off with a police safety display—"It's a Wonderful Life if you Brake on the Straight," a secondary contest, a shoe display in the foyer, window displays, a composite page, stage announcements for several weeks at the regular and ABC Minors performances, and Pepsi-Cola tieup cards in coffee bars and cafes.

C. G. Cattell had a two edged sword when he found that coming to the ABC, Torquay was a pre-release of Kenneth Shipman's "The System" for it had been shot entirely on location in the area and the rumor had snowballed that in reality it was anything but favorable to the traders and habitues of this English Riviera resort. Landed with this problem he grasped it firmly and avoided no issues. While he found resistance to a composite page he ultimately succeeded by selling the space himself. Taking the bull by the horns, he ran a press show and a premiere. With the press already front paging the booking under such banner headlines as "Will This Film Shock Torquay," he persuaded the director Michael Winner to make the 400 mile round trip journey from London to defend it and also invited those clergymen and VIPs who were likely to make interesting observations. With the aid of distributor's publicist, Harry Mansell, he got the BBC along and the consequent recording went out nationally in the seven p.m. Radio Newsreel. I know. I happened to hear the broadcast which with its seating selling quotes must have been an enormous help to the general release of the picture. This alone more than justified Winner's trip but the local press was extremely impressive. Cattell followed this screening with a premiere for the mayor and civic leaders and tied in with the local ballroom where some scenes were shot. Here, he had a large blow up of a suitable shot and offered theatre tickets to dancers who could identify themselves. Sixteen stores cooperated with window displays, three street stunts, and extra poster sites augmented standard publicity promotions.

H. T. Bolton's run of "Wonderful Life" coincided with the ninth birthday celebrations of the ABC, Woolwich, South East London, and he saturated the district with the national tieups. Eight main stores gave full window displays for two weeks and mounted reciprocal displays in the foyer. Six Vespa scooters toured the town for a week carrying streamers with film and theatre credits and details of a contest. He was unable to obtain a star from the film but the celebrated American dance act, The Clark Brothers, gave their services and performed on the stage before a local celebrity audience which included civic leaders. They also received the anniversary cake on behalf of a children's home and later presented it to the children. An excellent press resulted.

Having ensured that he got a good press when he left the Old Kent Road ABC, South London, on promotion Albert Hallam made doubly sure that his arrival at the ABC, Nuneaton, would be equally covered. His first stops were at the local publishing offices, to meet the staff, find out what they wanted editorially, and drop the story that he felt it was appropriate that the theatre where he was once assistant should be playing "Wonderful Life" when he returned as manager. They bit and a useful story resulted. He is obviously a man who does not throw good gimmicks away as it is noted that the photo of himself with the Frankenstein monster which got good coverage in South London papers got a further airing when he found himself playing the picture again at his new theatre. The paper played up the angle that he had been attending the previews in London and meeting the stars and that must have placed the glamor spotlight nicely on him in the eyes of his patrons.

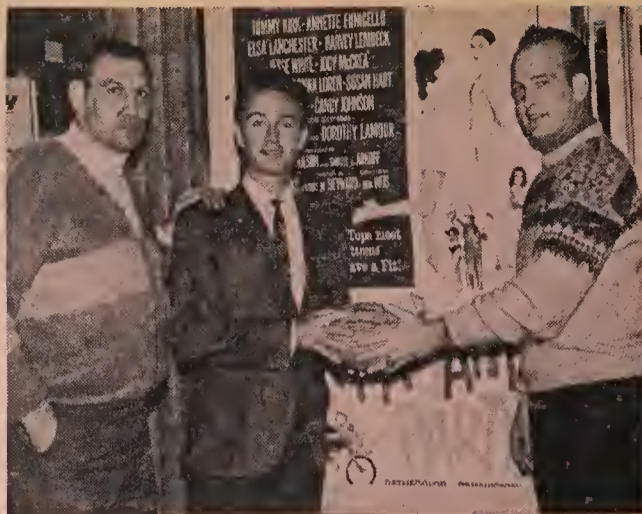


## THE EXHIBITOR'S EXPLOITATION EFFORTS

M. ROBERT GOODFRIEND, general manager, Durwood's Capri, Kansas City, recently staged a jewel of a campaign for United Artists' "Topkapi" in a tieup with KMBC radio and Tivoli Jewelry, garnering two weeks of saturation plugging by deejays and plenty of popular interest. Magnet was \$2,500 in jewelry items topped by a \$1,000 emerald on a treasure hunt principle with "Topkapi Capsules" stashed in all corners of the metropolitan area, one by one. By final day when emerald clues started response was so enthusiastic that police cars were dispatched to hiding place (fountain in a public park area) to hold down confusion. Dave Croninger, KMBC general manager, rated this as one of the station's most intensified efforts. The big treasure hunt winner turned out to be a young man who works as an attendant in a nursing home. He jumped right into the fountain and waded in to fish out the crucial capsule, disguised as a rock.

BILL SAMUEL, city manager, Interstate Theatres' Palace, McAllen, Texas, sends along a clever institutional throw-away eight and a half inches long x about three and three-eighths inches wide reading: "DO YOU NEED TO SEE A DOCTOR?—If you're sick and tired of Communist war scares, double-dealing and double-crossing—If your sweetheart is obstreperous, cantakerous and hard-to-get-along with (and without!)—If you're tired of work, out-of-sorts, and on the outs with your wife—If the rent is due, the mortgage unpaid and you don't know where the next payment on your car is coming from—If all the world loves a lover and there's no one in love with you—GO TO THE PALACE. A trip to the finest theatre in Texas will make life bright, happy. You'll feel good as new. We prescribe this motion picture entertainment as the best "cure all medicine" for what ails you. It's compounded of joy and laughter, sorrow and heartaches, happiness and bliss, romance and drama. (On the bottom was copy for his current attraction). Among other novelties, he also attracted attention recently by passing out notices reading "Dear Sir—Your wife is expecting! You to take her to the Palace to see "Honeymoon Hotel" etc.

CHARLES COBURN, Rialto, Pleasantville, N. J., has been boosting his kiddie Saturday matinees by plugging his birthday parties for small fry. In a tieup with the local F. W. Woolworth store he has been plugging this feature with special heralds reading: "Join our 5 to 12 birthday party. Here is how it works: Have mother or dad ask for your birthday invitation card—It is free; When they fill in your birth date, name and address, the rest is up to us. On the Saturday nearest to your birthday, we will mail you the card and the fun will start. Free Saturday matinee at the movies. Free party hat and popcorn. Free prizes and surprises for you." The postal cards, which are mailed from the theatre, read: "Let's celebrate. The Rialto Theatre '5 to 12 Birthday Club' invites you to its special children's matinee at 1:00 P.M. This postcard is your free ticket of admission. Happy birthday. Keep this part of your admission ticket. It is good for a free treat from F. W. Woolworth. Use it as soon as the show is over!"



The recent personal appearance of star Tommy Kirk and Green Bay Packers footballers Ron Kramer and Paul Hornung helped get American International's "Pajama Party" off to a fast start at the Wisconsin, Milwaukee, Wisc., for fieldman Harold Bud Rose.

## Star and Football Faves Spark AIP's "Pajama Party"

American International Pictures' "Pajama Party" promotion in Milwaukee, Wisconsin, proved to be a real 'sleeper' according to AIP's field man Harold Bud Rose.

Making a personal appearance at the Wisconsin was "Pajama Party" star, Tommy Kirk. And if Tommy wasn't enough to hypo attendance, Rose secured the services of two of Wisconsin's most favorite sons, Paul Hornung and Ron Kramer, both of the Green Bay Packers.

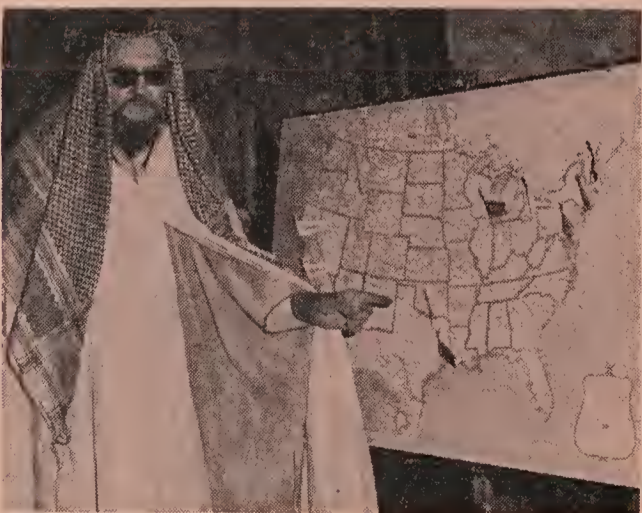
At the party Rose hosted, which consisted of the stars appearance and a breakfast and screening of the film, the price of admission was the wearing of a Weldon Pajama.

There is an extremely successful promotional tie-up with American International and Weldon throughout the country on both a national and local level. All Weldon salesmen have been supplied with "Pajama Party" sales kits and are contacting department stores in their area.

Local promotions consist of alerting stores to tie in with theatre playdates, window displays, newspaper co-op ads, and a supply of Weldon pajamas as prizes for local giveaways via newspaper, radio, TV and in-theatre contests.

Added publicity was given the film when the autographed football presented to Kirk by Green Bay stars Hornung and Kramer, was stolen from a car. Rose promptly offered a \$50 reward for the pigskin's return. The offer was in vain, as Rose had assumed it would be in football crazed Wisconsin, but it garnered much newspaper space.

Excellent publicity prior to event via radio and huge poster signs gathered up great interest before the picture's and personalities arrival.



"Prince Fawz" alias publicist Jim Moran fingers his tour of the U. S. on behalf of "John Goldfarb, Please Come Home" and 20th Century-Fox.

## National Safety Trailers

"Special Safe Driving Films in 35 millimeter and 16 millimeter, endorsed by the National Safety Council, will be available by the first of the year for theatres and television stations," announced Don Mack, Vice-President of Filmack Studios, after he attended the National Safety Congress and Exposition in October.

The special 20 second spot films can be personalized by local organizations or by civic-minded merchants, and are the first of a series that will be released by Filmack as public service announcements for theatres and television stations.

These safety films, produced for the National Safety Council, highlight the need for safe driving in school and play areas. They point out the big problem of children's safety in the United States today, and offer suggestions for improving both driver and child awareness of safety.

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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**WANTED:** Young, oggressive man, exploitation minded—first run deluxe theatre situated in South. Salary open, commensurate with experience and ability to produce. Company benefits, group insurance, paid vacations. **BOX A1216, c/o M. P. EXHIBITOR**, 317 N. Brood St., Philo., Pa. 19107.

**MANAGER**, experienced, hard top or drive-in, sober, honest, reliable, family man. Seeking secure, pleasant, permanent position. Now employed. **BOX B1216, c/o M. P. EXHIBITOR**, 317 N. Brood St., Phila., Pa. 19107.

**WANTED:** Manager for small Montana theatre. Family operation, middle aged man and wife preferred. A good situation for right party. Owner wishes to retire. **BOX C1216, c/o M. P. EXHIBITOR**, 317 N. Broad St., Philo., Pa. 19107.

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**POSITION WANTED:** 25, aggressive. Wants position as assistant theatre manager or assistant in advertising and promotion department of theatre chain or film distributor. **JEROME M. KRAVITZ**, 165 Naples Rd., Brookline, Moss. 02146. (1216)

**SOMETHING NEW.** Free-lance Florida showman available. Indoor-outdoor manager, supervisor-checkcr, relief, advertising, exploitation—premiers, openings. Assignments by hour, doy, week, month or year. Reasonable. Results. Try me. **BOX A122, c/o M. P. EXHIBITOR**, 317 N. Brood St., Philo., Po. 19107.

**YEAR AROUND EMPLOYMENT** for experienced drive-in manager in Cleveland area—with **GENERAL CINEMA CORP.**, 5390 Northfield Road, Mople Heights, Ohio. (129)

**WANTED:** Director of advertising and promotion for newly created position with national chain exhibitor. Send resume to **GENERAL CINEMA CORP.**, 480 Boylston St., Boston, Moss. 02116. (122)

**PROJECTIONIST**, looking for year-round job. 17 years experience with all phases of equipment. Family man. Now oavailable. Will go anywhere. If you need o good operator, just let me know. **RILEY L. ESTRADA**, P. O. Box 86, Aspermont, Texas. (122)

**JOB WANTED** as assistant manager or projectionist. Prefer assistant manager work. Hard top or drive-in. Can be on job within three weeks. References from ex-employers. Relocate anywhere. **WILLARD W. BILL FRAZIER**, 423 1/2 Shawnee, Leavenworth, Kans. (1216)

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**WANTED: TO LEASE**, Theatre in summer resort area. Write **BOX 280, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**DRIVE-IN THEATRE:** Wanted to lease with option to buy. N. Y., N. J., Conn. area. Mail to **BOX 277, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

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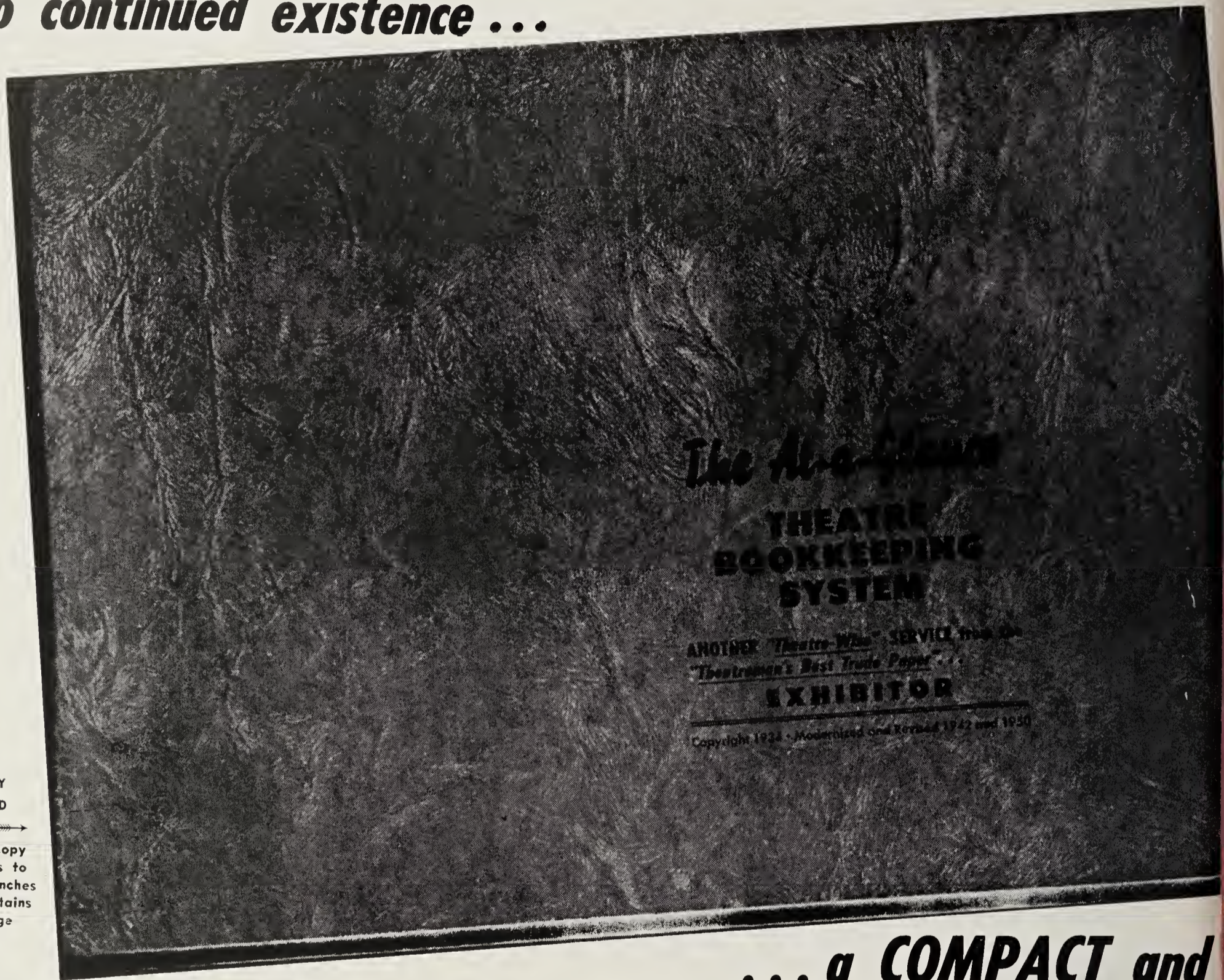
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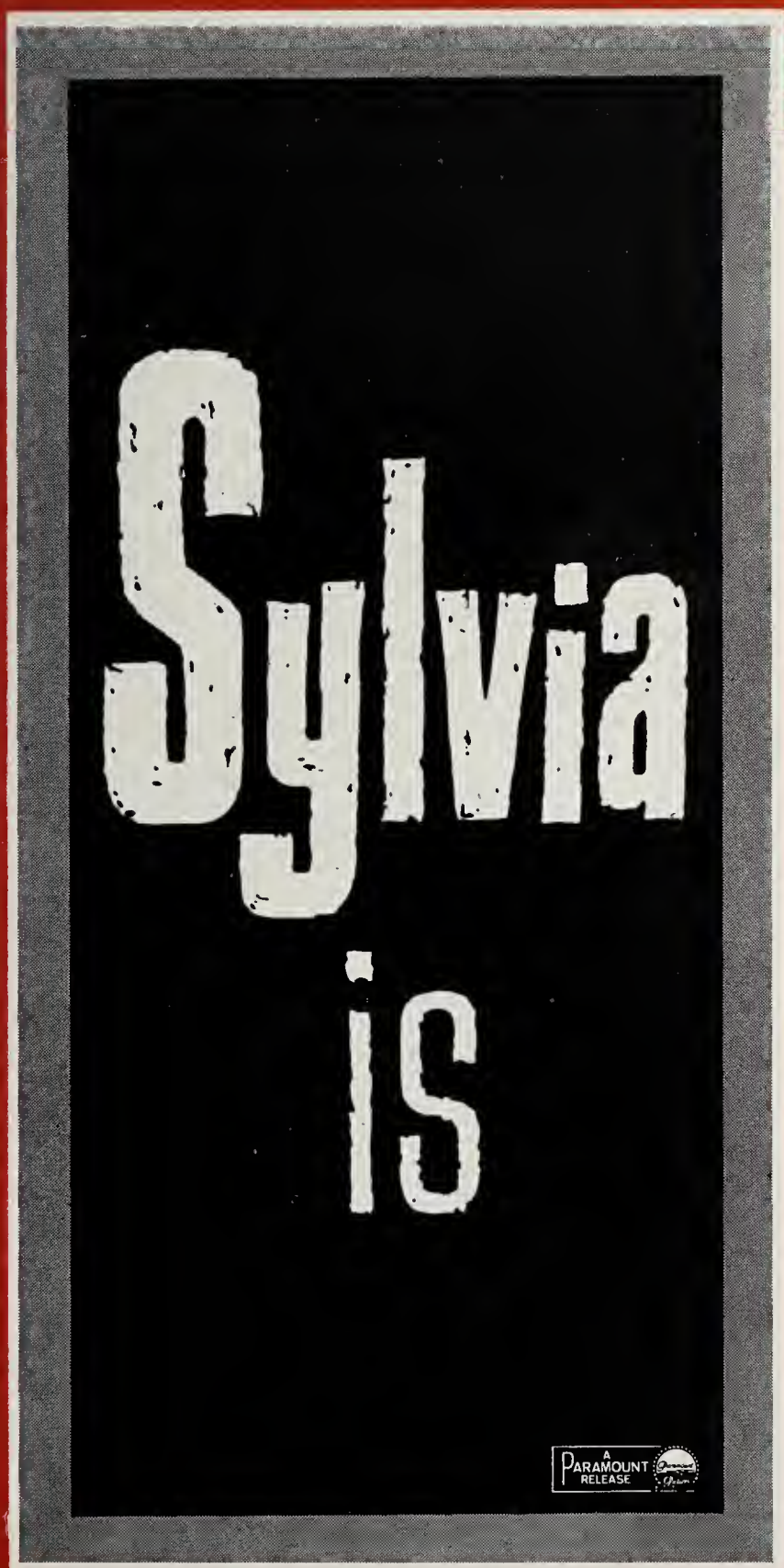
# EXHIBITOR

DECEMBER 23, 1964

Volume 77

Number 23

IN TWO SECTIONS • THIS IS SECTION ONE



**Notre Dame Wins  
Goldfarb Ban**

(See page 5)

**Salinger Joins  
National General**

(See page 7)

**DOES CATV MEAN CHAOS . . .** see editorial—page 3



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Volume 72 • No. 23

December 23, 1964

OUR 46th YEAR

## DOES CATV MEAN CHAOS?

COMMUNITIES ALL OVER THE COUNTRY, large metropolitan areas and small rural towns, are currently wrestling with the same thorny problem. In Philadelphia, for instance, five different applicants are petitioning City Council for the right to set up a cable television system. This is CATV, and its spread is a cause of concern to many different people engaged in many different occupations.

CATV came into being to serve a definite need. There are areas of the country that can not receive a clear television picture because of their geographical location. To serve the people who live in such places, CATV was born. By stringing wires from a program's point of origin or a relay station to the television receiver, excellent reception was obtained no matter how many mountains stood in the way.

That is the way CATV was born, but that is not what it is doing today. Now applicants in hundreds of cities are trying to get legislative bodies to grant them exclusive franchises to string their wires, run them into homes, and collect lucrative fees.

No longer do they operate under the excuse that they will provide a service that can't be obtained in any other way. At the moment, they can promise only more of the same kind of fare that comes into the home over the air waves and without wires.

Why then, are so many different interests struggling so desperately to grab CATV franchises? The feeling persists that it has something to do with that great pie-in-the-sky scheme, pay television. After all, the fellow who already has a city wired and paying for television service figures to have the inside track if pay-television ever gets out from under its current problems. There are many pious statements that CATV really has nothing to do with pay-television, but ex-

hibitors in areas affected by the CATV invasion had best take these pronouncements with a healthy grain of salt.

We have been contacted by a host of exhibitors who want to know how to combat CATV forces in their area. First, they should know that they are not alone. Existing television stations in their areas, if they are not being operated by the same interests that are backing the CATV bid, are their staunchest allies. If CATV takes over, local stations and educational television stations will be hurt the most, and communities will be the poorer for their loss.

Most important, there is currently no control over CATV operations other than the controls written into the agreements approved by the City Councils pondering the question. If CATV makes a pitch in your community, make sure your City Council is informed of the dangers it faces.

First, the Federal Communications Commission has appointed a committee to study all CATV developments and has also set up an economic bureau to examine their ramifications. Also, the National Association of Broadcasters recently appropriated \$80,000 for a study of CATV.

Many people, representing many facets of the entertainment and communications field, are concerned over the chaos that CATV could bring. Some are asking for legislation that would bring CATV under the control of the FCC.

Most City Councilmen are not experts in this particular field. If they are informed of the other side of the CATV story, they are likely to exercise caution before granting a valuable franchise to a CATV applicant.

The confused handling of the CATV problem up to this time has resulted in too many communities winding up with a very expensive pig in a poke.

## OPTIMISM OR WISHFUL THINKING?

ADDRESSING A RECENT exhibitors' convention in Milwaukee, Jack Armstrong, president of National Allied, is reported to have said to those in attendance:

*"If you exhibitors personally don't stop blind bidding, how can you expect the problem to be solved?"*

At the same time, the Allied head indicated the very good possibility that Allied and TOA will eventually join forces, which would certainly be good news for every theatremen.

Now we have spent the better part of a lifetime in the motion picture industry, and we have worked in exhibition and distribution. It appears to us, with no insult intended,

that our good friend Jack still believes in Santa Claus. Jack is right. Blind bidding and a great many other industry ills could be licked if exhibitors would only stick together. However, we'll be willing to lay odds that it does not happen. Jack is letting himself be carried away with his own enthusiasm and desire for accomplishment. Perhaps it is possible in this highly competitive industry for exhibitors to join in a common effort, but we have never seen it.

Nothing would please us more than to be wrong. We sincerely hope Jack Armstrong is right and his words are more than wishful thinking.





# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

Mrs. Ruth Schack, 29, wife of Guenter Schack, European advertising and publicity director for Paramount International Films, died at the Centre Rene Huguenin, Paris, following a long illness. Surviving are her husband and two daughters.

Alfred E. Sheehan, 36, manager, Bijou, Bangor, Maine, since 1952, died recently. Surviving are his mother, wife, one daughter, a sister, and a grandmother.

### Two For Levine—Susskind

NEW YORK—Producers Joseph E. Levine, David Susskind, and Daniel Melnick have extended their Broadway play production association with the addition of two new plays, "All In Good Time" and "The Royal Hunt of the Sun," to their schedule.

The trio already has "Kelly," a musical by Eddie Lawrence and Moose Charlap, budgeted at \$500,000, in rehearsal. It will open on Broadway in February, with a cast headed by Ella Logan, Don Francks, Wilfrid Brambell, Anita Gillette, Jesse White, Mickey Shaughnessy, and Leon Janney.

First of the new plays to go into production will be "All In Good Time," a comedy by Bill Naughton. Produced in London in 1962, it was voted by the British critics as "the best new play of the year."

Sir Donald Wolfit, noted English stage star, will have the leading role in "All In Good Time," which centers on a young married couple living with their in-laws.

Donald McWhinnie will direct "All In Good Time," scheduled to premiere on Broadway Feb. 3. Roy and John Boulting, brothers and one of Britain's leading teams of film writers, directors, and producers, will be associated with Levine, Susskind, and Melnick in the production of "All In Good Time."

"The Royal Hunt of the Sun," which will go into rehearsal in the fall, is by Peter Shaffer, author of "Five Finger Exercise," one of the top successes of the 1959-60 season, and last season's "The Private Eye and The Public Ear."

### NO MORE CALENDARS!

Much to our regret, the demand for 1965 Booking Calendars has far exceeded the supply. We wish we could answer all the orders for additional calendars, but the cupboard is completely bare.

Thank you all for the wonderful acceptance of this extra service from MOTION PICTURE EXHIBITOR. Next year, we promise to increase the print run in an effort to satisfy all requests.

Please friends, no more orders for calendars.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., DEC. 21

### Audience Support Key To More Family Films

BOSTON—The film critic for the Boston Globe here, Marjory Adams, in a recent column, maintained that audience support is the key to the lack of family films. She said:

"Not a week goes by in which this department doesn't receive a letter or a telephone call objecting to the types of films appearing in some theatres of Greater Boston. Much less often do I receive comments regarding films the readers enjoy. True, People one meets in the office, at parties, or in business gatherings are apt to say, 'I've seen 'Mary Poppins' twice and plan to go again,' or 'I want to take all my home-coming sons and daughters to see 'The Finest Hours.'"

"But when readers pick up their pens or sit down at their typewriters, they are annoyed and ready to wreak their fury on the state of the cinema. 'What have films come to?' they ask. I sympathize with them in many cases. Each week I recommend one or more good pictures—some of which are only for mature film goers, of course, but none of them likely to affect the morals of the younger generation. Yet there are thousands of film-goers who seem to prefer the other kind of film and revel in tastelessness, vulgarity, obscenity, and sex for the sake of sensation. Perhaps that is why a recent trade paper declared that plenty of films were naughty but their boxoffice rewards were nice. A west coast writer came to the conclusion that as long as people pay money to see shocking pictures we will continue to get them. There is no doubt that even good motion pictures have their bad moments.

"'Irma La Douce,' 'Tom Jones,' 'A Shot in the Dark,' 'Night of the Iguana,' and 'Yesterday, Today and Tomorrow' received B-ratings from the Catholic Legion of Decency, as 'morally objectionable in part for all.' Yet they



MOTION PICTURE EXHIBITOR'S New York editor Mel Konecoff has his shoulder twisted by Frankenstein while Dracula discusses the in-person campaign put on by Seven Arts on behalf of the horrific double bill, "Curse Of Frankenstein" and "Horror Of Dracula."



## BROADWAY GROSSES

### "Goose," "Lady" Show Way

NEW YORK—Radio City Music Hall, with Universal's "Father Goose," and the Criterion, with Warners' "My Fair Lady," were swinging along while the other Broadway first-runs were awaiting holiday fare. Loew's Capitol was closed awaiting Warners' "Cheyenne Autumn;" the Victoria had a reissue of Columbia's "Bye Bye Birdie;" the Rivoli had a reissue of MGM's "Lili;" and the RKO Palace had for a limited booking Embassy's "Santa Claus Conquers The Martians" and "Snow Queen."

"FATHER GOOSE" (U). Radio City Music Hall, with Christmas stage show, reported \$124,000 for Thursday through Sunday, with the second week sure to hit \$200,000.

"SLAVE TRADE IN THE WORLD TODAY" (Continental). DeMille stated the fourth and final week was \$16,000.

"MEDITERRANEAN HOLIDAY" (Continental). Warner stated the opening week would reach \$27,000.

"THE AMERICANIZATION OF EMILY" (MGM). Loew's State announced the eighth and final week would tally \$21,000.

"TOPKAPI" (United Artists). Astor had \$11,500 for the 14th and final week.

"MY FAIR LADY" (Warners). Criterion did \$59,130 on the ninth week for 10 capacity performances.

### "Goldfarb" Appeal Set

NEW YORK—Presiding Justice Bernard Botein of the Appellate Division of the Supreme Court of New York set the week of Jan. 4, 1965, to hear 20th Century-Fox's appeal to set aside the temporary injunction granted Notre Dame against the showing of "John Goldfarb, Please Come Home."

were not cast into outer darkness as were 'The Lovers' and 'Women of the World.'

"When people who haven't even seen the films they complain about write letters or phone to theatre managers not much attention is paid to their censure. To the man who pays his dollar at the box office the manager listens with respect. Here is somebody who has a vote.

"I realize that many people who enjoy objecting to things don't know what they are talking about, even if their arguments are valid. So often I have asked, 'When did you see this film and why did you go?' to find that the man or woman had only heard from others that it was bad. When I have told people they might have expected to see something in the nature of a horror if they had read the Globe review in even a desultory fashion, they have replied vaguely. They don't seem to understand that a film review can be in the nature of a warning: 'Danger—keep away.'"



# N. Y. Injunction Blocks 'Goldfarb'

## Court Denies Injunction In "Poppins" Trust Suit

NEW YORK—Federal Judge Thomas F. Croake denied a motion for a preliminary injunction against Stanley Warner Corporation, Buena Vista, and Walt Disney Productions on charges of violation of antitrust statutes brought by Prudential Theatres Company and Shopping Center Theatres of Wisconsin.

Prudential operates the Palace and Cinema I and Cinema II in Milwaukee, and Shopping Center Theatres runs the Mayfair and South Gate in the same area.

The suit sought to restrain the defendants from carrying out any license agreement for exhibition of "Mary Poppins" at SW's Capitol Court, Milwaukee, and demanded that the film be made available to all first-runs in greater Milwaukee and that SW be made to divest itself of the Capitol Court because the house allegedly tends to unduly restrain competition.

In denying the motion, Judge Croake stated that the plaintiffs "have failed to demonstrate that they have a reasonable probability of success in the prosecution of this action. The allegations of a conspiracy between Buena Vista and Warners to boycott the plaintiffs are conclusory. All that has been established is that Buena Vista chose to license "Mary Poppins" to Warners for first-run in Milwaukee. The plaintiffs failed to establish that they will be irreparably damaged unless the acts complained of are restrained. Should the plaintiffs succeed in this action, it appears that they can be amply compensated by the defendants who are multi-million dollar corporations."

## NSS Projects For Exhibs

NEW YORK—National Screen Service exchanges throughout the country are being equipped with portable 16mm sound projectors for demonstration of their products, according to an announcement by Melvin L. Gold, general sales manager. The projectors will enable NSS sales personnel to demonstrate, in full color, the company's newest innovations in showmanship aids, including trailers, accessories, Cinemotion displays, and even special installations.

Screenings will be arranged at NSS branch locations or in the privacy of the exhibitor's office where he can see in advance, National Screen's special showmanship trailers and other advertising offerings.

## "Goose" Sets Hall Marks

NEW YORK — "Father Goose," Universal Pictures' romantic comedy starring Cary Grant and Leslie Caron, set an all-time record for one day's receipts at the Radio City Music Hall on its first Saturday (Dec. 12) with the exception of one prior Saturday which fell on New Year's Eve. The Saturday figure for "Father Goose" was \$41,180.

The film also set an all-time record for the first four days of an opening week. The total for the four day period starting with opening day, Dec. 10 through Sunday, Dec. 13, reached a mammoth \$131,023.



George Weltner, left, president, Paramount Pictures, recently received Theatre Owners of America's first Certificate of Merit for showmanship from Sumner M. Redstone, TOA president.

## CBS Sues CATV Firm For Copyright Infringement

NEW YORK—Columbia Broadcasting System, Inc., filed suit in U. S. District Court for the Southern District of New York against Teleprompter Corporation to establish that a community antenna television system (CATV) may not transmit a program without the permission of its copyright owner.

CBS claims, "Teleprompter has not been given permission to transmit by means of its community antenna television systems programs of which CBS is the copyright owner, or programs copyrighted in the name of others and licensed for exclusive broadcast by CBS. The copyright owners of programs not copyrighted by CBS are joining with CBS in the action.

"The Teleprompter community antenna television systems involved in the suit include Farmington, N. M., Johnstown, Pa., and Elmira, N. Y.

"The complaint filed in the suit charges that the transmission by Teleprompter of copyrighted programs into the homes of subscribers by way of microwave relay, cable, or both, without license or permission from the copyright owners or their agents or licensees, constitutes infringements of those copyrights."

## Di Gennaro To Eldorado

NEW YORK—Sal Di Gennaro has been named vice-president in charge of sales of Eldorado Pictures International Corporation (E.P.I.C.), it was announced by Daniel J. Rock, executive vice-president of the expanding film distribution and producing company.

Di Gennaro said that in the near future he would appoint sub-distributors or special sales representatives for the handling of Eldorado Pictures' product, across the country and Canada.

The January release will be "The Eye of the Needle," starring Vittorio Gassman and Annette Stroyberg; being readied for February release is "Private Pooley."

Jerry Winters, motion picture and television producer-director, will head all technical operations for Eldorado.

## Notre Dame Upheld As State Court Bars Release Of Film And Book; Fox Plans To Appeal Ruling

NEW YORK—State Supreme Court Justice Henry Clay Greenberg issued a temporary injunction against the showing of 20th Century-Fox's "John Goldfarb, Please Come Home," and against further publication of the William Peter Blatty novel on which it is based. The decision came as a result of an action brought by the University of Notre Dame, who claimed the name and reputation of the university were exploited.

The film was scheduled to open on Christmas Day and stars Shirley MacLaine, Peter Ustinov, and Richard Crenna. It is reported to have cost \$4,000,000.

Justice Greenberg termed the film script "ugly, vulgar, and tawdry," and upheld the contention of the University that the film and novel "knowingly and illegally" exploited the name, symbols, and prestige of the institution and its football team.

The Justice instructed all parties to the suit that if they were in agreement, they could ask for an immediate trial of the issues.

The picture concerns a U-2 pilot, "Wrong Way Goldfarb," a Jewish-American, who on a mission to Russia crashes in a mythical Arabian kingdom. The hero, a former All-American halfback, is prevailed upon by the king, with State Department backing, to organize a gridiron team to challenge Notre Dame in hopes of avenging a supposed wrong done the king's son by the university.

The Reverend Theodore Hesburgh, president of Notre Dame, objected particularly to one scene in which Notre Dame players were depicted under the influence of harem girls and as "undisciplined gluttons and drunks."

In addition to 20th Century-Fox, Doubleday and Company, Inc., and Fawcett Publications, Inc., publishers of the hard cover and paperback editions of the book, originally published in 1963, are defendants.

Notre Dame sought no monetary damages, asking only to restrain showing of the film and further publication of the novel.

20th Century-Fox informed the court that it would appeal the injunction, and Justice Greenberg directed Notre Dame to post a \$10,000 bond against losses incurred by the film company in the event the ban is upset by the Appellate Court. The defendant had asked for a \$5,000,000 bond.

## Fox To Film Paris Liberation

HOLLYWOOD—Twentieth Century-Fox, in one of its most important productions for 1965, will bring to the screen the story of the liberation of Paris in World War II.

The company has acquired screen rights to "Dateline Paris, August 1944," which is based on the book "Soldier Among Soldiers," written by General Dietrich von Choltitz, the last German military commander of Paris, it was announced by Richard D. Zanuck, vice-president in charge of production.



# New Year Rings Down Final Curtain On Chicago's Schoenstadt Circuit

CHICAGO—The New Year will bring down the final curtain on one of Chicago's oldest and largest movie theatre chains — a dynasty that once blanketed the South Side and boasted 28 of the city's most elegant "Wonder Palaces."



**SCHOENSTADT**

On Jan. 1, H. Schoenstadt & Sons, Inc., will sell the Brighton and Hyde Park, last of the company's chain, to Kohlberg Enterprises for \$600,000, according to Arthur Schoenstadt, president. The Schoenstadt chain is the last of the original five circuits founded here at the turn-of-the-century, which are still owned and operated by the founders.

H. Schoenstadt & Sons, Inc., will continue as a corporation "investing in real estate and growth situations."

Schoenstadt began disposing of the company's theatre properties in 1961. In 1964, the Midwest, Peoples, Roxy, and Atlantic were sold for approximately \$500,000. The sales prices of the combined theatre and real estate properties sold by the company—including the Hyde Park and Brighton—is estimated at \$3,070,000.

The largest of the Schoenstadt properties, the Piccadilly Theatre and Hotel, was sold to the University of Chicago in 1962.

Both the Hyde Park and the Brighton will continue to be operated as movie houses by Kohlberg Enterprises. The Midwest will be torn down to make way for a giant new supermarket.

"It is not without great nostalgia that the company disposes of the last of its theatre properties," said Arthur Schoenstadt. "Three generations of Schoenstadts have invested over a half century to create a successful chain of movie theatres which would be an asset to the entertainment playbill of Chicago. We're grateful to everyone who has helped us realize this dream.

"Now we have a new dream to channel dollars and know-how into the hands of vigorous new companies which will take their turn at molding the future of this Chicago-land area."

The Schoenstadt chain, at its peak, covered Chicago's South Side, from the Stock Yards Area to the fashionable South Shore, and was born 57 years ago in an obscure store on Chicago's South Side. The "capital" was a scant \$1,250 saved by Arthur's father, Herman, from his labors as a furniture salesman. His "staff" was his two teenage sons, Arthur and Henry, and his wife and daughter who alternated as cashiers.

"In January of 1908, my father took my brother and I to see a vacant store at 4845 S. Ashland. He told us he would open a nickelodian there. That day, he predicted with hard work, perseverance, and courage, we could build a fine future—because motion pictures would soon capture the imagination of all Americans."

Four months later, the Schoenstadts opened the "Palace," hung out a sign, "Biggest Show in the City for 5 Cents," and waited for an onslaught of customers. Instead, it rained for

22 straight days. A heat wave followed the rain and the city sweltered with 95-plus temperatures for three months.

"There wasn't any air-conditioning, of course, and the theatre was like an oven," says Arthur. During the first four months, our losses averaged \$30 a day. But in September, the heat wave broke and people poured into the theatre. To recoup our losses, we ran 10 15-minute shows every weekday evening, and 33 15-minute shows on both Saturdays and Sundays.

The Palace became a success, and the Schoenstadt's started in search of new acquisitions. By 1920, the chain owned 10 movie houses. The largest, the Atlantic, boasted 2200 seats, plus stage, a far cry from the 250 seat Palace. By 1930, the Schoenstadt chain constituted 18 houses, and by the late '30's, reached a peak of 28 movie palaces.

The crown jewel of the Schoenstadt chain was the majestic \$3 million Piccadilly Hotel and Theatre, opened on the South Side in 1927. The 3500-seat theatre, named after Britain's famous Piccadilly Circus, was acclaimed by Chicago movie critics as "One of America's Great Movie Palaces." No less



The Palace, first theatre in the H. Schoenstadt & Sons, Inc., circuit, opened in 1908, seated 250, and was one of Chicago's finest nickelodians offering "The Biggest Show in the City for 5 Cents."

than 75 Hollywood stars were on hand at the Jan. 24 opening as Chicago's Mayor William A. Dever cut a ribbon and ushered in the first nighters.

Throughout the last half century, the Schoenstadt family has taken both an active professional and personal interest in the South Side. Three generations of Schoenstadts have worked closely with church and neighborhood groups fighting for film decency—and better motion pictures. The Schoenstadts have played a prominent role in Chicago politics, civic and fund-raising activities. Arthur Schoenstadt's biography alone lists him as serving with 26 civic and charitable organizations.

H. Schoenstadt and Sons, Inc., had also pioneered many new motion picture techniques. The company was the first to go to "all film" movie theatres, eliminating ac-

## Academy Clarifies Rules For Foreign Film Awards

HOLLYWOOD — Further clarification of "Oscar" consideration requirements for foreign language films has been approved by the Board of Governors of the Academy of Motion Picture Arts and Sciences and added to the 37th annual awards presentation rules.

Describing how a film might qualify for the Foreign Language Film Award one year and be eligible for Awards consideration in other categories in a subsequent year, the addition reads:

"If a film entered for the Foreign Language Film Award is first released commercially in the Los Angeles area for a period of seven consecutive days during the Awards year, then it shall be eligible for Awards consideration in all other categories, providing it has English subtitles.

"If, however, a foreign language film is not exhibited in the Los Angeles area during the year in which it is an entry for the Foreign Language Film Award competition it may, in another year, compete for all other Awards if, in that year, it qualifies."

Deadline for Foreign Language Film Award entries is Jan. 4, 1965, with preliminary screenings scheduled to start later that month.

Serving on the Foreign Language Film Award committee this year are Roy C. Metzler, chairman; Louis Blaine, Macdonald Carey, George W. Duning, Rudi A. Fehr, Ely Levy, Luigi Luraschi, Don Prince, Carl Schaefer, Edward Schellhorn, Geoffrey M. Shurlock, Harry Tytle, Robert M. W. Vogel.

companying stage acts. The first movie matinee was innovated by Schoenstadt in 1910, and in 1927, the company showed its first Technicolor film.

"The movie industry today is alive and kicking despite those prophets of doom who first predicted radio—then television—would bring the demise of motion pictures," says Schoenstadt. "Movies will continue to thrive because they offer a type of entertainment people want and can't get elsewhere, and because today's movies are the creative equal of legitimate stage offerings."

At the same time, Schoenstadt added, "Drive-in and shopping center movies are the most successful types of theatres today. Major theatres located in the central areas of large cities will continue to draw a substantial share of the movie-going public as long as they show outstanding first-run features. Success for the neighborhood theatre hinges on renovation and modernization of existing houses to create warm and intimate family-type theatres.

"One fact is very certain—the era of the picturesque and ornate 'Wonder Palaces' of the 1920's and '30's is no more. In that era, people came to see the great theatres as well as the film. But to quote Shakespeare, 'The Play is the Thing' today, and people are interested only in the entertainment offered by a theatre," concludes Schoenstadt.

A gift of \$35,000 has been made to the University of Chicago by Schoenstadt. "The University is a constructive influence in its own neighborhood, Hyde Park, as well as on the nation," Schoenstadt said in making the gift. "It has pioneered in research and education. We consider it a great privilege to be able to help the University continue to contribute to a better way of life in America."



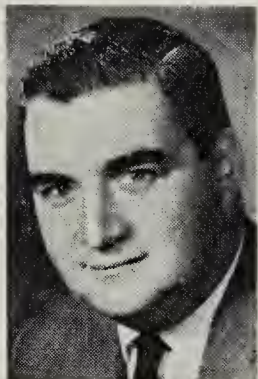
## Sen. Salinger Elected As National General V-P

LOS ANGELES—Sen. Pierre Salinger (D.-Calif.) has been elected a vice-president of National General Corp.

Eugene V. Klein, National General president and chairman, joined Sen. Salinger in making the announcement at the Ambassador Hotel at a press conference called by the Senator to discuss his future plans.

Sen. Salinger said he intends to resign his Senate seat at the close of business Dec. 31 and will assume his responsibilities with National General immediately thereafter.

"Gov. Brown has told me he will then appoint Senator-Elect George Murphy to my post," said Sen. Salinger.



SALINGER

The announcement followed an early morning meeting of the board of directors of National General during which the former Press Secretary to Presidents Kennedy and Johnson was named an officer of the 216-theatre motion picture exhibitor, movie producer, and pioneer in closed circuit theatre television. National General also has major holdings in community television antenna systems and owns Mission Pak Co., holiday gift packager and distributor.

The Senator noted that he and Klein became close friends during the recent senatorial campaign. Klein was one of Sen. Salinger's earliest supporters.

"I was aware, long before we met personally, of the success of Mr. Klein and his youthful management team in turning National General's fortunes around and making it one of the country's most profitable and exciting entertainment entities. It was the leadership of National General's management and their plans for the future that influenced me to accept this position above several others that have been offered to me. Our ideas are totally compatible, and we will use National General's already strong base in entertainment to study major opportunities in other communications fields such as radio, television and publishing," he added.

As part of his arrangement with National General, the Senator said he will be given whatever time is needed to finish his book about the late President Kennedy for Doubleday & Co.

Sen. Salinger said he will live in Southern California and maintain a residence here.

"I will maintain my interest and activities in the Democratic Party of California," said Sen. Salinger.

"I regard my post with National General as a permanent one and look forward to devoting my life to it. Ever since Mr. Klein was elected president in March 1961 and began building his management team, the company has achieved new levels of profitability. I became a stockholder in National General even before making by decision to join the Company."

### New Production Firm

NEW YORK—Rex Carlton, producer of feature films, has formed Paragon-International Pictures with headquarters here. As president of the new firm, Carlton announced plans to produce four horror films in New York in the coming year.

# International Producers' Group Keeps Film Trade Channels Open

NEW YORK—"Enthusiastic support for the efforts of the International Federation of Film Producers Associations to keep open the channels of international film trade," was reported by Ralph Hetzel, acting president of the Motion Picture Export Association, who returned from meetings of the FIAPF in Rome.

Hetzel, who was elected last year to fill out Eric Johnston's term as president of the organization, was re-elected by acclamation for a new term at the annual General Assembly meeting.

"The Federation has proved to be an effective force in a number of special situations where threats have developed to the importation of motion pictures and to the remittance of monies," Hetzel said. "Officials of many governments are favorably impressed with the importance of the case for freedom of trade in motion pictures when it is presented on behalf of an organization representing all the major producers of the world."

The Assembly considered a series of economic problems in a wide range of countries, including Argentina, Algeria, Denmark, and Mexico.

While in Rome, Hetzel met with the Minister of Tourism and Entertainment of Italy, Achille Corona, who, Hetzel said, gave assurances that the proposed new film legislation which the Italian government has presented to Parliament would not interfere with

the freedom of importation and remittances guaranteed to American companies under the existing Italian film agreement. Italian film circles had expressed fear that pressure from left-of-center elements in the Italian government would lead to a restrictive policy on motion pictures.

Hetzel met with Director Luigi Chiarini of the Venice Film Festival, who presented the Venice Festival's position on its program for the 1965 Festival. Further discussions on this will take place, Hetzel said, in an effort to work out an understanding between FIAPF and the Venice Festival authorities.

Hetzel also met with leaders of film organizations from Germany and France to review the position of the French and German industries and to discuss the future prospects in those territories.

Vice-president William H. Fineshriber of MPEAA accompanied Hetzel abroad and devoted considerable time to the development of information about the markets for U. S. television films in Europe.

Fineshriber and Leo Hochstetter, MPEAA director in Rome, left for Madrid to initiate discussions with the Spanish government on a new film agreement. These discussions followed the invitation which Spanish Minister of Information and Tourism Manuel Fraga Iribarne extended to the MPEAA in meetings with Hetzel and other motion picture executives during October.

### TONE Sets Meet Agenda

BOSTON—The top subject for discussion at the annual Mid-Winter All Day Meeting of Theatre Owners of New England (TONE) at Brookline, Mass., will be "Censorship," Carl Goldman, executive secretary, reported.

Speakers having first hand dealings with censorship in various parts of the country have been invited to attend and report to

the New England TONE membership of 250, which includes both conventional and drive-in theatres.

The meeting has been scheduled for Feb. 16. Other subjects to be discussed, also with nationally known speakers, are "Exploitation," "Selling the Film," "Concessions," and "Legislation."





# National General Income Up 108%; Improved Theatre Operations Cited

LOS ANGELES—Net operating income of National General Corp. for the year ended Sept. 29 rose to \$2,509,894, or 70 cents a share on the 3,592,523 common shares outstanding at the end of the year, it was announced by Eugene V. Klein, chairman and president.

This represents a gain of 108 per cent over fiscal 1963, when the Los Angeles-based theatre operator and entertainment company earned \$1,203,189, or 35 cents a share, on 3,464,037 common shares—a profit computed, as in the year just ended, without consideration of operating loss carryforward and excluding capital gains.

Gross income for 1964 totaled \$59,049,034, up 22 per cent from \$48,273,049 the preceding year. Income of Mission Pak Co., acquired in August 1963, is included in NGC's 1964 sales and earnings, but not in the prior year.

Klein attributed the increased earnings for the year just ended to steadily improving operations in the company's 216-theatre circuit.

The National General chief executive cited a number of efforts now underway aimed at accelerating attendance growth and revenues at the company's theatres. Included among these are continued experimentation with closed circuit theatre television through Theatre Color-Vision Corp., an NGC subsidiary, and limited motion picture production by another subsidiary, Carthay Center Productions, Inc.

Continued growth in NGC's earnings prompted the company's directors earlier this year to resume payment of a cash dividend—dropped by former management in 1960—Klein noted. Started last April at a quarterly rate of three cents a share, the dividend was recently increased to four cents a quarter, and directors plan to consider further increases as circumstances warrant.

Klein pointed to a nation-wide "renaissance" in the entertainment industry as a contributing factor to NGC's 1964 results. Today's theatre audiences have both more time and money to spend on entertainment than in the past, he said. At the same time, they are more sophisticated in their requirements, demanding higher quality in motion picture product and in theatre facilities. NGC, with its extensive entertainment activities and a continuing program to upgrade operations in its circuit, is meeting this challenge, Klein declared.

Meanwhile, P. W. Upham has been named assistant national merchandise manager for National General Corporation, it was announced by John W. Wilson, head of the merchandising department.

Upham will also continue as coordinator of NGC's drive-in theatre operations. He joined the company in 1951 and has served as manager of Fox West Coast hardtop houses in San Diego, as well as manager of the Fox Thunderbird Drive-In in the Glendale area of Phoenix, Ariz.

Wilson also announced appointment of William Proctor, Denver, as supervisor of concession maintenance for the entire circuit.

## MGM Declares Dividend

NEW YORK—The board of directors of Metro-Goldwyn-Mayer, Inc., declared a quarterly dividend of 37½ cents per share.

## STV Continues Battle To Upset Calif. Kayo

HOLLYWOOD—Officials of Subscription TV operation in California have initiated an action in Sacramento County Superior Court to force the Secretary of State to grant a corporate charter to the organization. This legal maneuver is to test the constitutionality of Proposition 15, the electorate amendment that passed STV out of business last month.

Officials of STV have formed a new company, Advanced Tele-Communications, Inc., and the action has been filed in their name. Named as officials of Advanced Tele-Communications, Inc., are Sylvester L. (Pat) Weaver, president of STV; Thomas F. Greenhow, vice-president, STV Programs an STV subsidiary; and Dan O'Neil, a financial consultant.

Meanwhile, STV is moving its offices to New York while awaiting the outcome of its legal fight in California.

## Columbia Earnings Rise First Quarter Of 1964

NEW YORK—Abe Schneider, president of Columbia Pictures Corporation, reports earnings of \$1,098,000 or 60 cents per share for the first quarter of the current fiscal year, representing a substantial rise over the \$791,000 or 42 cents earned in the same quarter of the previous year. The company's earnings before taxes for the 13 weeks ended Sept. 26, 1964, came to \$2,281,000 against \$1,591,000 in the same period of fiscal 1963.

These results, Schneider said, confirm earlier forecasts that Columbia's first quarter in the current fiscal year would be among the best such periods recorded by this major motion picture producer and distributor in recent years.

The earnings per share of common stock after preferred stock dividends, for both the current year and the prior year, are based on the 1,759,512 shares outstanding on Sept. 26.

The board of directors of Columbia declared a 2 1/2 per cent stock dividend on its outstanding common stock and voting trust certificates for common stock payable Feb. 16, 1965, to stockholders of record on Dec. 30.

The board also declared the regular quarterly dividend of \$1.06-1/4 per share on the \$4.25 cumulative preferred stock, payable Feb. 15, 1965, to stockholders of record on Feb. 1.

## Sokolov To Assist Zanuck

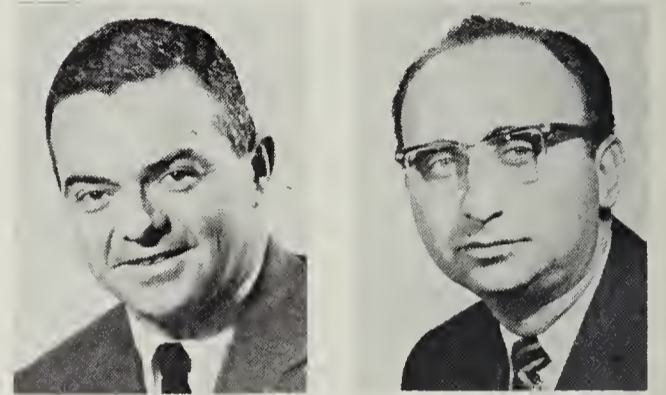
NEW YORK—Harry E. Sokolov has joined 20th Century-Fox Film Corporation as executive assistant to the president, it was announced by Darryl F. Zanuck, president of the company.

For more than 10 years, Sokolov has been vice-president, general counsel, and a director of Charles K. Feldman Enterprises, including Famous Artists Agency and Famous Artists Productions.

## Hyams, Grossman Named In WB Ad-Pub Realignment

NEW YORK — The appointment of Joe Hyams as director of advertising and publicity for Warner Bros. Pictures was announced by Richard Lederer, vice-president of advertising and publicity of the motion picture company.

Simultaneously, Lederer announced the appointment of Ernie Grossman as national manager of publicity, promotion, and exploitation.



HYAMS

GROSSMAN

He also stated that Max Stein will remain as advertising manager, but will take on new responsibilities as creative coordinator of the advertising and publicity department.

The appointments, Lederer said, are initial steps in a realignment of the company's advertising-publicity-promotion-exploitation department designed to meet increased demands upon it.

"With 'My Fair Lady' successfully launched, Warner Bros. is now moving towards further reserved-seat 'roadshow' presentations, while, at the same time, it has stepped up its regular production activity for the immediate future, particularly in the area of highly exploitable major motion pictures," Lederer said. "As a result, we are updating the organization of our department and developing new concepts of operation to derive maximum results from the most exciting total production program in the company's history."

"In addition, if we are to be totally effective in reaching and motivating today's new breed of audience, a systemic change is mandatory. We feel we must radically alter certain traditional procedures and shift our concentration into more productive areas, and we hope to accomplish this under the new department set-up."

Hyams, who has been national publicity manager of Warner Bros. since May, 1961, joined the company in July, 1960, as eastern publicity manager after 13 years with other motion picture concerns, including Columbia Pictures, Hecht-Hill Lancaster, and John Wayne's Batjac Productions.

Grossman has been with Warner Bros. for 22 years, serving as exploitation and promotion manager since August, 1960.

Stein joined Warner Bros. as advertising manager in August, 1960, after 17 years with 20th Century-Fox.

George Nelson has been named director of press information for Warner Bros. and Leo Wilder has been appointed promotion manager, it was announced by Hyams.

Nelson, who joined Warner Bros. in March, 1957, previously held publicity posts with United Artists, Horizon Pictures, and Cleary-Strauss and Irwin.

Wilder has been with Warner Bros. for 30 years and has held a variety of positions.



## "Greatest Story" Premiere To Aid United Nations

NEW YORK—President Lyndon B. Johnson and Mrs. Johnson have agreed to serve as patrons of the world premiere of the George Stevens Production "The Greatest Story Ever Told," to be held for the benefit of the United Nations Association of the United States of America and the Eleanor Roosevelt Memorial Foundation.

Ambassador Adlai E. Stevenson will be national chairman of the gala, black-tie event which will take place Monday evening, Feb. 15, at the new Warner Cinerama, New York.

The announcement of the premiere was made by Ambassador Stevenson and Stevens, producer and director of "The Greatest Story Ever Told," and United Artists Corporation, the distributor.

Among those who have agreed to serve on the distinguished committee of patrons being formed for the premiere are Speaker of the House and Mrs. John M. McCormack, associate Justice of the Supreme Court and Mrs. William J. Brennan, Jr., Associate Justice of the Supreme Court and Mrs. Potter Stewart, Secretary of the Treasury and Mrs. Douglas Dillon, Secretary of the Interior and Mrs. Stewart L. Udall, Secretary of Agriculture and Mrs. Orville L. Freeman, Secretary of Commerce and Mrs. Luther H. Hodges, and Chief of Protocol and Mrs. Angier Biddle Duke.

President Johnson has designated 1965, the 20th anniversary of the United Nations, as International Cooperation Year and has asked the United Nations Association to help coordinate the program of citizens and non-governmental agencies participating in the observance.

Working in association with Ambassador Stevenson in organizing the premiere and serving as national co-chairman is Robert S. Benjamin, chairman of the board of the United Nations Association and executive vice-chairman of the Eleanor Roosevelt Memorial Foundation. Leading socialites Mrs. Dorothy Hirshon, Mrs. Robert Kintner, and Ambassador Marietta Tree will serve as New York co-chairmen of the world premiere committee.

## Santa Vists RKO Houses

NEW YORK—The Wall St. Heliport was the scene of an unusual arrival as a helicopter load of Santa Claus' flew in from the North Pole, courtesy of RKO Theatres. Representatives of the press, as well as kiddies accompanied by their parents, were on hand to welcome the red-clad visitors.

The reason for this pre-Christmas arrival was that each of the Santas was to make personal appearances during the pre-Christmas weekend on the stages of 13 RKO Theatres in conjunction with the New York premiere of the Embassy Christmas film, "Santa Claus Conquers the Martians."

The 13 RKO Theatres were the Palace, Broadway; 86th Street, Manhattan; Albee Kenmore, and Dyker, Brooklyn; Fordham, Bronx; Keith's, Flushing; Keith's, White Plains; Proctor's, Mt. Vernon; Proctor's, New Rochelle; Proctor's; Yonkers; Alden, Jamaica; and Columbia, Far Rockaway.

The Santas were to appear at all shows on Saturday and Sunday, and were to present feats of magic along with kiddie games.

# MPAA Asks Film Council Critics To Specify Films They Don't Like



United Nations Ambassador Adlai E. Stevenson recently met with committee members Mrs. Robert Kintner, seated; Mrs. Dorothy Hirshon, left; Robert S. Benjamin, and Ambassador Marietta Tree to discuss plans for the world premiere of the George Stevens production, "The Greatest Story Ever Told," for the benefit of the United Nations Association of the United States of America and the Eleanor Roosevelt Memorial Foundation. The film will bow on Feb. 15 at the new Warner Cinerama, New York

## Newman Directs Publicity For Mirisch's "Hawaii"

NEW YORK—Howard Newman has been set as international director of publicity for the Mirisch Corporation's road show presentation of James Michener's "Hawaii," it was announced by Jeff Livingston, Mirisch vice-president and national director of advertising, publicity and exploitation. The George Roy Hill-Walter Mirisch production for United Artists release, based upon the great novel which headed the best-seller lists for about two years, will begin filming in February.

As part of the long-range planning for "Hawaii," a continuity of activity has been planned for Newman, who will commence his duties more than a month prior to the start of filming and will remain with the picture on its various locations in Norway, New England, Hollywood, and Hawaii, then following through on the international road show release campaign for the picture projected for mid-1966.

Newman has a lengthy background as a press representative in the legitimate theatre, as well as in the handling of road show motion pictures. He served in key publicity and public relations capacities for such road show films as "Around the World in 80 Days," "Porgy and Bess," "Spartacus," and "El Cid." Until recently, he was the studio publicity head for Samuel Bronston with headquarters in Madrid. He comes to his new post on "Hawaii" from the Landau Company, where he was advertising and publicity director.

## Col. Sets Holiday Show

NEW YORK—Columbia's "First Men IN The Moon" and "Ride The Wild Surf" is the all-color double bill for the Christmas season for presentation throughout the New York area beginning Dec. 23.

NEW YORK—The community relations department of the Motion Picture Association has initiated an action program in reply to the charges recently made in a resolution released by the Columbus and Franklin Motion Picture Council. In her letter to the president of the Council, Margaret G. Twyman, director of the MPAA community relations department, stated:

"We are all aware of the fact that your Council does direct its efforts toward constructive programming in the area of motion pictures. Your efforts to rally support for the many fine films will always be doing just that, as you know. Your best way to express yourselves as 'an aroused and vocal public,' as you suggest, is to purchase tickets at your theatre when good films are there. Because of your special interest, Mrs. Karlsberger, and also because most of your members really do attend motion pictures (not true of all organizations), I would like to suggest that your Council members complete the enclosed questionnaire for us, giving us their specific film criticisms. By this method you will be telling us (the Production Code, the producers of certain films, and others) what specific criticisms stimulated your recent action . . . what films you found objectionable and why. This would be constructive and helpful . . . and I guarantee that those who receive the information will give it their careful attention."

The Association offered to pay all costs of administering the questionnaire (preparing copies, paying for postage, etc.).

A simple one-page audience questionnaire was attached to the letter in which all those who supported the Nov. 23 resolution of the Council are asked to complete. Those answering the questionnaire are asked to indicate approximately how many movies they attended in 1964, to identify the sources of film information used in the selection of films, and to specify films which contained sequences they found objectionable as described in the resolution. The questionnaire also asks the Council members to list the films which meet the description of preferred types of movies, as described in the resolution. It is hoped that such a survey will help the members to pinpoint their objections as well as to highlight the movies which they find enjoyable.

## "Fair Lady" Honored

NEW YORK—Warners' "My Fair Lady" was awarded the Parents' Magazine Special Merit Award for December.





# Durham Ministers Oppose Formation Of Citizens' Censorship Committee

DURHAM, N. C.—Petitions have been circulated in most of the city's churches asking for appointment of a citizens' committee to combat the showing of "obscene" motion picture films and the sale of "lewd" magazines and books on the news stands, but the Durham Ministers Association has gone on record as being opposed to a censorship body.

Formation of such a committee was proposed recently by Superior Court Judge E. Maurice Braswell as a result of a report of the Durham County Grand Jury asking the support of churches, preachers, ministers, parents, and others in coping with the problem.

The petitions, which were circulated in the churches by a group of clergymen, stated that members of the church involved "express our wholehearted support of the Grand Jury report concerning . . . voluminous sale of vulgar and lewd literature and the showing of obscene movies.

"We, the undersigned, request authorities (City Council, County Commissioners, Solicitor, Sheriff, or Grand Jury) appoint a necessary citizens' committee to work with the local news dealers to stop the sale of vulgar and lewd literature and to work with local theatres to discontinue the showing of obscene movies."

The petitions were drawn up at a meeting of Rev. Reuben Wallace, pastor of the Fuller Memorial Presbyterian Church; Rev. W. A. Seawell, Carr Memorial Methodist Church; Rev. Matt R. Gardner, Branson Memorial Methodist Church; Rev. Ronald Creech, Edgemont Free Will Baptist Church; and Rev. A. A. Hannah, Church of God.

The group emphasized that they were operating independently and not as representatives of the Durham Ministers Association.

The Ministers Association at a later meeting adopted a resolution opposing a citizens' censorship committee but voting to ask Mayor Wense Grabarek to consider appointment of an advisory committee "to study the problems of pornography and obscenity as it exists in our community; to explore ways which the influences of this evil can be eliminated; and to further develop community resources for the purpose of strengthening the moral environment of the community."

The group said, "We are specifically opposing any citizens' censorship committee."

In calling for the advisory, rather than censorship, approach, the association pointed to the home, church, and synagogue as having a responsibility.

"We acknowledge," it said, "the ineptitude of home and church and synagogue which has allowed patronage of obscenity and filth so as to make it marketable and profitable."

As a possible remedy, it agreed to "labor to arouse the electorate to press for enactment of those precise ordinances and statutes by the City Council and General Assembly which will protect decency in print and pictures."

At the same time, it agreed to "defend necessary freedoms of speech and of the press."

## Parents Meet With Exhibs On Censor Matters, Trailers

CHARLOTTE—A group of parents organized here recently to request theatre man-



Alfred Hitchcock is seen with Universal president Milton R. Rackmil just after they closed a deal under which the veteran director will make his next three pictures for Universal.

## Industry Aids Federation

NEW YORK—More than 350 leaders in all branches of the entertainment industry gathered at a luncheon for the Federation of Jewish Philanthropies at the Hotel Pierre.

Receiving Federation's Award of Honor for for humanitarian service were Emanuel X. Frisch (Rinzler and Frisch), Mark Goodson and William S. Todman, Nat Lefkowitz (William Morris Agency), and Jule Styne.

A special plaque was presented to Himan Brown, producer of Federation's "Stars Salute."

Chairmen of the industry's 1964-65 drive for Federation are Burton E. Robbins, National Screen Service Corp., and Herbert I. Rosenthal, Creative Management Associates, Ltd.

agers to carefully screen previews of coming attractions during the showing of family type films, in the interest of the "educational, moral and physical welfare" of children present, were told by theatre managers at an initial conference Dec. 9 that they are willing to cooperate but that the problem is complex.

In fact, it was told that "family movie" audiences sometimes are more rowdy and vulgar than persons attending "nudie" films. Several managers said showing family type films as against "nudies" is a matter of economics.

Bill Lemmond, owner, Fox drive-in, said audiences at "nudie" films shown at his theatre have been well-behaved, but when he converted to family type films last summer, he not only lost money, but the behavior of his customers became a problem.

Several managers said they discouraged youngsters from attending "adult movies."

Mrs. Kenneth Pate, leader of the group of parents, said Bob Schrader, Visulite, told her he had gone out to a car to ask parents not to send their teenage youngsters to one of his movies, and that Kermit High, Wilky-Kincey Theatres, said his chain's policy is to refrain from showing "questionable previews" at films for youngsters.

She said the parent group will report its findings to a mayor's citizens' committee set up recently to combat obscenity in films.

## Detroit's Sloan Switches Subs To First-Run Status

DETROIT—John Finlayson, Detroit News amusement editor, seized the occasion of the impending change in policy of converting the Radio City on Christmas Day from neighborhood to first-run policy to interview Dick Sloan.

The Detroit Bureau has studied and reported on the changes in releasing patterns here, and Sloan, along with brother Eugene, who is more preoccupied with theatre and other building than in theatre operation, is the undoubted pioneer.

Sloan broke the ice in 1958 when the neighborhood Mercury went first-run. The old-timers hooted at him. He went to Hollywood to persuade Sam Goldwyn to give him the first run of "Porgy and Bess." He did the same with Walt Disney to obtain "Pollyanna."

It didn't happen overnight—it was a long struggle. But today, not only has it paid off, but including the multiple first-run openings, there are more away from the traditional downtown area than in it.

The Radio City, about 10 miles from downtown Detroit, was built in 1938, acquired by the Sloans in 1945, and has for over 25 years been on a subsequent-run policy. Now, after a characteristic Sloan face-lifting, it will host the Detroit premiere of "Kiss Me Stupid."

Anent releasing patterns, Sloan had many cogent things to tell editor Finlayson. Here are a few of them:

Finlayson asked, "What does it take to turn a neighborhood movie house into a first-run theatre?"

Sloan replied, "A city map." He pulled one out and punched it with a forefinger, indicating the Radio City was exactly one mile from the center of population. "That's where the people are."

"Sloan believes," wrote Finlayson, "his theatres are part of the community in which they are located and should be a credit to it. He is a stickler for modernization, maintenance, and good house-keeping. 'There is nothing like the personal touch,' he says.

"A good example of renovation paying off was the Northwest. . . . Business doubled in a year's time."

In connection with the Radio City, Sloan cited, among other things, installing new seats although the present ones are only 2½ years old.

Asked about Detroit's movie future Sloan answered, "It couldn't be rosier. I predict that 1965 will be the best in many years."

## Magna Acquires "Infidelity"

LOS ANGELES—"High Infidelity," all star Italian-made film success, has been acquired by Marshall Naify for distribution in the United States by Magna Pictures Distributing Corporation.

Claire Bloom and seven of the foremost names of the French and Italian cinemas are starred in the film. They are Charles Aznavour, Bernard Blier, Jean-Pierre Cassell, Nino Manfredi, Michelle Mercier, Ugo Tognazzi, and Monica Vitti.

## Hertz Heads NGC Group

LOS ANGELES—William Hertz, manager, Village Westwood, West Los Angeles, has been named chairman of a National General Corporation theatre managers' committee which will honor Irving H. Levin, NGC's executive vice-president, March 17-23.



## Exhibits Await Wage Action By N. Y. Legislators

ALBANY—Is the recommendation by the Governor's committee on minimum wage that the New York State Labor Law be revised so that after Oct. 15, 1965, the minimum rate should be 50 percent of the prevailing gross average hourly earnings for manufacturing in the State, the basis for solution of an admittedly thorny problem at the coming session of the Legislature? Or will the Democrats, who take control of both Houses on Jan. 1, press for immediate enactment of a \$1.50 minimum wage bill—even though it may face a veto by Governor Nelson A. Rockefeller?

Motion picture theatre owners, who tried unsuccessfully to obtain an exemption for cashiers, doormen, ushers, and matrons at the time the 1962 Legislature was considering the Jerry-Amann Act (recommended by the Governor) that provided an increase in the minimum scale from \$1 to \$1.15, effective Oct. 15 of that year, and to \$1.25 as of Oct. 15, 1964, are among those anxiously waiting the answer.

## Levine To Film "Gandhi"

NEW YORK—"Mahatma Gandhi," a major motion picture based on the life of the great spiritual leader of India, will begin filming on Oct. 2, 1965, 96th anniversary of his birth, it was announced by Joseph E. Levine, president of Embassy Pictures.

Budgeted at more than \$5,000,000, the attraction will be filmed on actual locations in wide-screen and color under a one-year shooting schedule, by Levine's Embassy Pictures and Indo-British Films, headed by Motilal Kothari and Richard Attenborough, the British actor-producer.

Attenborough, who has been producing films for the past five years and has starred in more than 40 pictures, will make his directorial debut with "Mahatma Gandhi." Kothari will serve as executive producer and Levine as producer.

The film project was approved in May 1963, by Pandit Jawaharlal Nehru, the late Prime Minister of India.

## IFIDA To Honor Emanuel

NEW YORK—David Emanuel, president of Governor Films, will receive the Service Award of the Independent Film Importers and Distributors of America, it was announced by Jean Goldwurm, chairman of the organization's festival and awards committee.

Emanuel is a charter member of IFIDA since its inception in 1959 and has served continuously on the association's board of directors. A former member of the governing committee, Emanuel has been active in all IFIDA activities and has been chairman of its trade practice committee.

## TOA To Meet Oct. 27

NEW YORK—Dates for the 18th annual convention of Theatre Owners of America now have been officially scheduled for Oct. 27 through Oct. 30, 1965, at the Ambassador Hotel in Los Angeles. The board of directors and executive committee will hold their pre-convention meeting on Oct. 26.

National Association of Concessionaires and TOA again will sponsor the Motion Picture and Concessions Industries Trade Show which, with the annual NAC Convention, will run concurrently with the TOA convention.

# Levine Spikes "Harlow" Rumors; Pledges Honest, Accurate Picture

HOLLYWOOD—The controversial figure of Jean Harlow, famous platinum blonde film star of the 30's, once more leaped into the Hollywood spotlight when the late actress became the chief topic of a press conference called by Joseph E. Levine, president of Embassy Pictures. Levine will produce the forthcoming motion picture, "Harlow," in association with Paramount Pictures, starring Carroll Baker as Jean Harlow, with Peter Lawford and Gilbert Roland.

Levine made a special trip to Hollywood to outline plans for the filming of "Harlow" and to counteract what he termed "malicious gossip" concerning production of the picture. Howard W. Koch, Paramount vice-president in charge of the studio and production, joined Levine at the press conference.

Levine stated that the picture based on Jean Harlow's spectacular career will be made in accordance with the motion picture Production Code, and he sees no problem in obtaining a Code seal when it is completed.

Levine said, "Last year, the subject in Hollywood was run-away production. This year, from what I've seen and heard recently, it's run-away gossip. No one believes more than I in the freedom of expression or in the preservation of that freedom. As a matter of fact, I would say that I have helped perpetuate that freedom in these past several years.

"I believe that you and I both have the right to say what we want providing that it is not a distortion of the truth. I am very concerned that the latter is happening in the case of 'Harlow.' If the minor rumblings concerning the intent and purpose behind the production of 'Harlow' are allowed to continue without any answer from me, I am sure that the world at large will have a totally different image of 'Harlow' than the one we intend to put on the screen.

"I am not here to defend our position on Harlow. I am here to tell you the facts about the picture. Our plans for the life story of Jean Harlow date back long before the production of 'The Carpetbaggers,' over a year before the first announcement of 'Harlow' this past August. At that time, Paramount and Embassy immediately went to work on researching Jean Harlow's life for a possible film. Then, during the filming of 'The Carpetbaggers,' Philippe Halsman, the noted photographer, made some great portraits of Carroll Baker that bore an uncanny resemblance to Jean Harlow. When one of these portraits appeared on the cover of the Saturday Evening Post, we realized that Carroll Baker was the only woman in the world who could play Jean Harlow on the screen.

"The purchase of Irving Schulman's book,

'Harlow . . . An Intimate Biography,' was not made until the very morning of the day we announced the picture. It was purchased for two reasons. First, for the title, which has been on the best-selling list from the first week of publication. And it was on the best-selling list long after we bought the book.

"We did not bring success to the book and the book will not bring dramatic success to the production.

"Second, the book became part of our research into the life of Jean Harlow. The legend of Jean Harlow has survived more than 30 years. There must be compelling reasons for this survival. We are exploring every facet of this legend through intensive and exhaustive research wherever that legend leads us. We will present Harlow as truthfully and as honestly as she lived her own complex life.

"We have never at any time said that our picture will be a literal translation of the Shulman book. There are things in it, of course, that we will want to use, but we have also gone to a multitude of other sources. We have spoken to hundreds of people who knew Harlow—friends, relatives, business associates, fellow actors. We have read millions of words that have been written about Harlow over the years.

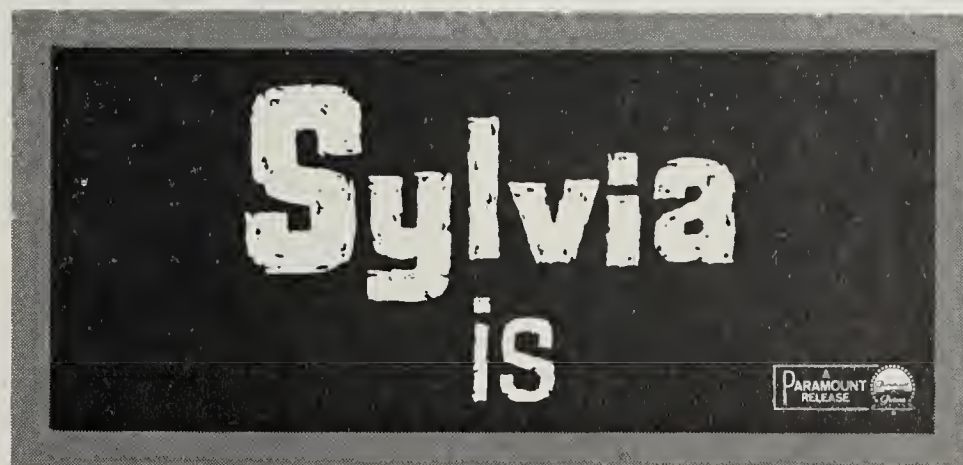
"Our picture will be a composite of all of these impressions and our intention is to present as honest and accurate a portrait of Harlow and her times as we can.

"The fact that Irving Schulman's book is a best-seller can only help the overall image of 'Harlow,' whether you believe the book or not. It has brought back this exciting woman and the exciting era she represented. From the book we will take whatever we feel will give insight into her life. It may be a controversial picture. She was a controversial woman.

"While containing all that I have mentioned, as well as all the color, glamour and drama of Hollywood in the 1930's, 'Harlow' will be made in good taste. I hope now that you have a better understanding of the purposes and motives of all the creative talents associated with the making of 'Harlow.'

"We at Paramount and Embassy are in the business of making motion pictures, motion pictures that are entertaining. With this in view, we have surrounded ourselves with the top directorial and writing talents. And from what I have personally read from the script and from my conversation with director Gordon Douglas, I have no fear."

(Continued on page 12)





# Post-Strike San Francisco Scene Indicates Neither Side A Winner

SAN FRANCISCO—Graphic proof that nobody ever wins a strike is being epitomized here as the city by the Golden Gate prepares for the season of peace on earth and good will to all men.

On Dec. 2, the costliest movie strike in San Francisco's history ended after a 19-day blackout of most of the theatres, and both sides are still licking their wounds instead of counting their Christmas blessings.

The exhibitors lost a conservatively-estimated \$1 million in box office grosses for the three weeks their houses were dark. This estimate is from Ben Levin, chairman and spokesman for the S.F. Theatre Owners Association. To this loss must be added perhaps as much as another \$100,000 in grosses because the pictures the first-run theatres had to reopen with had been exhibited in areas (with booming business) surrounding the relatively small strike-bound metropolitan area. Your solid movie fan in these parts thought nothing of driving or taking a bus requiring up to an hour's traveling time to see the latest movie, even if normally he could have reached the local showplace in 15 minutes.

Only two currently "hot" attractions were left unscathed by the movie strike because they were exclusive northern California premieres. These are "My Fair Lady" at the Coronet, where the wildcat strike of the IATSE Local 162 projectionist union started the whole deplorable mess, and "Mary Poppins" at the St. Francis. These two money-making products will have no trouble looking for capacity audiences, but the outlook is gloomy for the rest of the major houses until after Christmas. Some of the films that were shut off by the strike here and then for three weeks flourished in the East Bay, Marin County, and down the San Mateo peninsula were "The Outrage" (United Artists), "Send Me No Flowers" (RKO Golden Gate), "Topkapi" (Alexandria), and "Youngblood Hawke" (Paramount).

But this temporary strike set-back is not all that the exhibitors have to worry about in the foreseeable future. One of them told this MPE reporter:

"This strike was the greatest thing that could have happened for our strongest box office competitor—television. With their movie houses shut off, either neighborhood or downtown, the public's next best bet for entertainment was right in their own living rooms. Just as we were beginning to think that we had partially overcome the tv menace, the public was forced to go back to it and in three weeks of watching the video screen it is only natural that more than a few are going

to become attached to certain network weekly programs . . . If I didn't know better or maybe was a Communist nut, I'd yell that the ABC-CBS-NBC monopoly paid those screwball wildcatters to start the strike."

Apocryphal as this explanation may seem, a check by MOTION PICTURE EXHIBITOR with the various broadcast rating and survey media revealed that San Franciscans during the strike period provided the largest local video viewing since 1959—and has only slightly slacked off since the movie houses reopened.

Seasoned exhibitors such as SFTOA'S Ben Levin are not dismayed even though Santa Claus will be frugal this year with box office presents. They are looking ahead to the fruits of the outcome in the strike settlement contract and the great big fat present of eventually stifling instead of stuffing the featherbedding turkey commonly known in the industry as the mandated second man in the projection booth. They are hurting a bit now but look with optimistic eyes to the future—and Hollywood. They grimly realize their future lies squarely and snugly in Hollywood's lap.

On the other side of the fence, the projectionists who projected the senseless wildcat walkout are toting up their gains and losses and the majority of Local 162 have realized they paid expensively, even though Richard F. Walsh, president of IATSE, who flew here from New York to straighten out the quarrel with the projectionists and the owners in a record 40 hours of negotiations, told the press: "The concessions we made were not too high a price to terminate the strike."

The wildcatters got a pension plan they long have demanded, and it will cost the owners an annual \$25,000. They (the projectionists) have reason to be happy about this unless they expected to get something more than the \$31.25 monthly now collectable for booth

operators over 65 who have been earning up to \$200 weekly with overtime pay. The projectionists will get up to \$500 in retroactive wages (Aug. 1, 1963) while losing just about the same total for the three weeks they were out of work and expecting to get about an extra third of it back in state unemployment insurance. But the commonwealth of California has a peculiar statute that prohibits most strikers from collecting unemployment compensation.

The pay raise the Union won averaged 15 cents for the first year of the contract and 10 cents for the second and complete tenure of the contract, which runs to 1968. As far back as last May, in a determined effort to settle the bargaining beef, the exhibitors offered a flat 25-cents for the run of the contract, and the union put thumb to nose at the proposal.

Somebody said somewhere sometime ago that nobody ever wins a strike.

## New NGC Denver House

DENVER—Underscoring its continuing program of motion picture theatre expansion, National General Corporation will open its \$350,000 Fox LakeRidge Theatre in East Jefferson City, a suburb west of Denver, today (Dec. 23), Eugene V. Klein, NGC chairman and president, announced.

A glamorous premiere will herald the opening of the first "shopping center type" motion picture theatre to be built in the Denver area since 1957 when the Woodlawn Theatre made its debut in nearby Littleton.

## Faulk Biog To Screen

NEW YORK—Bud Yorkin and Norman Lear's Tandem Productions and Dick Van Dyke's Dramatic Features, Inc., announced that Van Dyke will star in the film production of "John Henry Goes To New York," based on the autobiography, "Fear on Trial," by John Henry Faulk. The book covers the Texas humorist's triumphant fight against a vigilante group that tried to destroy his career as an entertainer.

The story is planned for filming in April 1966. No distribution plans are announced at this time.

## Levine Spikes Rumors

(Continued from page 11)

Joining Levine at the press conference, in addition to Koch, the studio head, were Douglas and Sydney Boehm, who wrote the "Harlow" screenplay.

Koch announced that production on "Harlow" would cover the star's life from 1927 to her untimely death in 1936. He said that filming would begin before Feb. 1, 1965.



Gala Films' Ken Rive recently received the congratulations of Claudia Cardinale and Jean Sorel, stars of Columbia's "Of These 1000 Pleasures," and MOTION PICTURE EXHIBITOR's London editor Jock MacGregor, upon his election as chief barker of Variety Club of Great Britain.



# The NEW YORK Scene

By Mel Konecoff

LUNCH WITH THE MESSERS FRANKENSTEIN AND DRACULA CAN BE A HAIR-raising experience unless one is fortified in advance with a sufficiency of Bloody Marys. This gripping session took place the other day at Sardi's as the young and 'swingin' publicity and promotion crew at Seven Arts Pictures unveiled their blood-curdling and rib-tickling campaign to sell "Curse of Frankenstein" and "Horror of Dracula" to suspecting and waiting patrons in the metropolitan area on a "Bloodcase" (instead of Showcase) pattern.

Dick Brooks, publicity manager; Tom Lazarus, advertising coordinator; and Bob Dorfman, promotion director, related how the duo will open in 30 theatres in the area, backed by a campaign that will spoof horror via radio, television, and in the newspapers and cost in the neighborhood of \$30,000. The second break will follow immediately with 40 to 50 theatres involved. Florida will be next, and area will follow area until either the monsters are exhausted or the film is worn thin. Naturally, bids have to be signed by exhibitors in blood (which many will claim they have been doing all along), with Seven Arts providing special blood pens. A record labeled "The Frankenstein Stomp," a monster manual, and a monster magazine are also contained in the bloodmanship kit that is being utilized.

Tying together the nerve ends are real live counterparts of Dracula (Dan Keough) and Frankenstein (Craig Littler), who are making in-person appearances appropriately garbed. When they went to pick up their reservations at the posh Regency Hotel, there were all sorts of high level conferences, after which they were shown the door. They went shopping for a cape for Dracula in fancy Brooks Brothers and hardly raised a blood pressure. They didn't buy one because the lining was black instead of shimmering white, and besides BB wanted \$130, which gave them the screaming meemies.

Noted Brooks, "This could be indicative of the care that will be given all of campaigns on forthcoming Seven Arts pictures."

Don't forget—"Dracula drinks what Frankenstein spills."

**PRODUCTION NOTE: LARRY FRISCH, DIRECTOR OF "CASABLAN," "TEL-AVIV Taxi," and "Pillar of Fire," and one-time assistant director on "Exodus" and "El Cid," has a new project in the works, he related the other noon time over some baklava. He will make the first feature ever to be filmed in Teheran in English for the Moulin Rouge Company, largest Iranian film firm, to be called "Escape To Nowhere." Frisch has a contract as writer, director, and star, with Moulin Rouge president Mostafa Akhavan most pleased with the story and arrangement.**

Local talent and crews will be utilized, and these will be bolstered by key personnel brought in from Italy. He was also hoping to sign one or two "names" to participate.

**THE METROPOLITAN SCENE: EMBASSY PICTURES IS LAUNCHING A NATION-wide movie-book promotion coinciding with the American premiere of Joseph E. Levine's "Marriage Italian Style," and the publication of the soft-cover book by Popular Library with scene stills and full credit. . . . UA is showing off the fabulously equipped Aston-Martin DB 5 that James Bond used in "Goldfinger." It's got twin machine guns mounted behind the parking lights, front and rear overriders which extend as ramming devices, tire slashers which extend from the rear wheels, front and rear license plates which revolve to show British, French, or Swiss registration numbers, a special radio telephone, a radar screen, an armory compartment under the front seat, an ejector for unwanted passengers, and retractable bullet proof shields. Sounds great for commuting daily from the suburbs. . . . Holiday greetings in from Mel Gold, George Nelson, Arlene Ludwig, Fred Kerkowitz, Ernie Shapre, the Bob Steuers, Tommy and George Waldman, Jack Levin, Bill Werneth, Elmo Williams, Irving Lester, David Flexer, the Ernie Grossmans, Norman Robbins, Walt Disney, Leon Bamberger, the Jerry Levines. . . . More greetings in from Irving Ludwig, Howard Newman, Bernard Lewis, the Fred Schwartzes, and others. WE WISH ALL WHO WOULD ACCEPT—THE BEST OF THE SEASON.**

## National Allied Appoints Committees For New Year

DETROIT—National Allied president Jack Armstrong has named the Allied States Association of Motion Picture Exhibitors' committees which will plan, program, and execute Allied activities during the coming year.

These are executive committee, Ben Marcus, chairman; Marshall H. Fine, and Wilbur Snaper; trade practices committee: Wilbur Snaper, chairman; Irving Dollinger, alternate; and Jack Armstrong, Benjamin Berger, Jack Clark, Sidney J. Cohen, Marshall H. Fine, Ben Marcus, Fred Schmuff, Alden W. Smith, and George Stern; code of ethics committee: Irving Dollinger, chairman, and Jack Clark, Edward E. Johnson, Alden W. Smith, David Newman, counsel.

Also, finance committee: Ben Marcus, chairman, and Jack Armstrong, Benjamin Berger, Jack Clark, Sidney J. Cohen, Marshall H. Fine, C. Elmer Nolte, Jr., Alden W. Smith, Wilbur Snaper, and George Stern.

Convention committee: George Stern, chairman; Milton H. London, alternate; and Jack Armstrong, Sidney J. Cohen, Irving Dollinger, Marshall H. Fine, Harry B. Hendel, and Ben Marcus.

COMPO executive committee: Ben Marcus, triumvir; and Jack Clark, Sidney J. Cohen, Adolph Goldberg, Howard Herman, Milton H. London, C. Elmer Nolte, Jr., and George Stern.

Market research: Jack Armstrong, chairman; and Albert Aaron, Marshall H. Fine, Morris Finkel, Edward E. Johnson, Milton H. London, Roy Metcalfe, Ray Vonderhaar, and William M. Wetsman.

Toll tv committee: Wilbur Snaper, chairman; and Albert Aaron, Edward E. Johnson, Leonard Rosenthal, Robert C. Spodick, Ray Vonderhaar, J. L. Whittle, and Harrison D. Wolcott.





# LONDON Observations

By Jock MacGregor

IT IS SAID THAT THE CINEMA EXHIBITORS ASSOCIATION'S LONDON AND Home Counties annual dinner officially inaugurates the industry's Christmas festivities. All sides attend, and most groups and distributors have well laden tables. Most are relaxed, and by the coffee, few are in the mood for speeches on trade problems. Finding the right speaker presents problems. Many ideas have been explored. Statesmen and public figures used to be invited—once even a pop singer was tried—but there have always been those chatterers.

They were there again this year when the chairman, R. J. Dowdeswell of Capitol and Provinial News Theatres, replied to the toast to the industry proposed by actor-producer Richard Todd. He could not recall a period when the problems had been so varied—a proposed smoking ban, five-year-old films on tv, pay tv, labor negotiations, and a new constitution for the CEA. Dickie, though in light hearted vein, slipped in criticism of the production situation. While his speech may have been well received, the sentiments were not accepted. Indeed, talk around the tables in the early hours was that he had been ill advised or badly briefed, and it was obvious there is little sympathy among real film men for those producers who have difficulty setting up projects.

Once again, the evening was superbly organized by branch secretary Arthur Taylor, and after 45 years in the job, he certainly knows the machinery. Frankly, I wonder if the speakers are really necessary! They are but a formality. The dance is a virtual sell out—it would be hard to seat comfortably more than the 400 plus attending this year—irrespective of who is guest of honor. It is now the event and not the personalities that attracts. Perhaps one year it could be run solely as a social get together.

THE VERY TITLE CONJURES UP UNTOLD POSSIBILITIES, AND PETER ROGERS has packed them all plus more into "Carry On Cleo," in which the celebrated team wreaks havoc with the Roman and Egyptian courts of BC 50, even wearing borrowed plumes in certain instances. He has really let himself go. The corn is green, but the harvest in laughs is rich. I found myself guffawing at the audacity of it all—and that is not really done at an English press show. Sumptuously mounted and photographed in excellent Eastman Color, it bludgeoned some of the most serious critics into subservience.

At the ensuing reception, Peter and director Gerry Thomas received many compliments. The sad thing was that Anglo Amalgamated's Stuart Levy was in hospital for a checkup, but the 33-1 win by his horse, Anglo—now that should have been a hunch bet—must have been a tonic. Nat Cohen was present, and the topic turned from the big opening of "Tomb of Ligeia" and "Black Sabbath" on release to racing. He told me to look at his new acquisition. Quintina, which had not run for some years, later in the week. Dutifully, I switched on the office telly and found the commentators surprised that it dropped from outsider to favorite. It romped home, and Nat was interviewed. He quickly switched the subject to the win of "Anselmo," owned by pop star Billy Fury, in an earlier race, and explained that both star in his next presentation, "I've Got A Horse." He also got in a valuable plug for the Variety Club. It was a good day at the races for Nat, and not too bad for me either. Thanks Nat.

I SHALL NEVER STOP WONDERING WHAT HAPPENS TO STILLS. AT THE studios, one sees the unit photographer bashing away, countless contracts littering publicists' desks, and neat stacks of 8 x 10's but to get them from some companies near release is another matter. General policy is for two identical sets to be shot—one for America and the other for Europe. Fair enough, but the incredible thing is that certain London distributors seemingly unprotestingly service the press with dupes from previously duped American stills of British pictures, rather than chase the European set for crisp original photos. To ask for stills by phone is another problem. Some publicists apparently send whatever they do not want, irrespective of whether the stills sell the picture or have any relationship to anything used in a publication. This whole situation is crazy as a fortune is spent on thousands of stills per picture, yet only a handful ever get used anywhere.

Acutely conscious of this is Sid Mirkin, Columbia's resident American who is responsible for supervising international publicity for their pictures made here. He was cocka-hoop when we lunched about the work of Ken Danvers, unit man on "Lord Jim," whose stills are being reproduced in the world's top publications with full credit. Unfortunately, such photographers are in short supply. Incidentally, Sid has played a hunch on this picture. He believed that an editor thinks twice before using black and white after color. Therefore, during production, he only released ordinary photos. Now that the premiere approaches he reports a big demand for color transparencies and believes that it is considerably larger than if both types were always available.

AIP'S JAMES H. NICHOLSON CLAIMS A JET AGE RECORD OF 60,000 MILES through commuting weekly between "The City in the Sea" at Pinewood and "Beach Blanket Bingo" at Leo Carillo Beach, 40 miles north of Hollywood. . . . Following Pat Williamson's appointment as Columbia sales and publicity director, Clive Sutton will combine being assistant and advertising manager, and English-born Judy Tarlo, who has been producing Barry Gray's radio show in New York for nearly four years, becomes executive assistant with special responsibilities for "Lord Jim." Brian Doyle and Maureen Lester continue as press officers, and Hugh Williams takes over radio and tv publicity.



This key-location sign for Columbia's "Lord Jim" on the northern facade of Loew's State heralds the coming of the reserved seat American premiere engagement on Feb. 25.

## Film Freeze-Out Charged In Wash. Kennedy Center

WASHINGTON—George Stevens, Jr., U. S. Information Agency Film Chief, charged in a recent newspaper article that films are being frozen out of the plans for the John F. Kennedy Center for the Performing Arts.

He ridiculed arguments that a film theatre in the Center would compete with commercial theatres, or that existing commercial theatres in the area make a film theatre in the Center unnecessary. He said the Center would be devoted only to single showings of classics, and it would stimulate and develop audiences for the commercial houses.

Stevens noted that original planning for the Center had a film theatre on the roof, but that somewhere along the line the plans were dropped. There are to be two auditoriums for live drama, but films are to be confined to "tourist orientation center."

He warned that a lesson should be learned from Lincoln Center in New York, which was planned with little thought of films and must now build a fifth hall to accommodate the New York Film Festival, which has turned out to be one of its most successful events.

## New Financing For UA

NEW YORK—United Artists Corporation consummated a new long-term financing agreement with The Prudential Insurance Company in the maximum amount of \$32,000,000, of which \$9,750,000 may be taken down in the future at the option of UA. Such additional borrowings, when and if taken down, would be used to repay short-term obligations. This new financing replaces the existing 15-year loan arrangement made approximately five years ago.

The previous provision for additional contingent interest was cancelled in the new loan agreement on terms the UA management considers advantageous. No option or other equity consideration is involved in the new loan agreement. The term of the new loan matures Dec. 31, 1980, with the commencement of amortization payments deferred until December 31, 1969. The rate of interest of the new loan is six per cent per annum.



## ALBANY

Area exhibitors welcomed news that the 18-day strike against The Times-Union and The Knickerbocker News had been settled. . . . The worst ice storm in Capital District history affected theatres as well. The Capitol, Ballston Spa, suspended weekend operation; the Community, Saratoga Springs, was out of commission one day; Fabian's Mohawk Drive-In, Colonie, was dark for a week-end, as was Iselin's Turnpike, Drive-In, Westmere. . . . The Uptown, 950-seat Kallet Theatre in Utica, closed for refurbishing, and was due to reopen Dec. 23.

## ATLANTA

The Bijou, oldest theatre in Knoxville, Tenn., will be closed it was announced by Knoxville Theatre, Inc. . . . Leo Elliott, sales manager, Blevins Popcorn Company, was killed in a traffic accident near Nashville, Tenn. . . . Cecil Davis is the new manager of the local branch of National Theatre Supply Company. He replaces Bill Toney, who has gone with the headquarters of Martin Theatres in Columbus, Ga. . . . Mrs. W. S. Thornton, Garbon Hill, Ala., theatre owner in many Alabama towns, died at her home. . . . J. J. Allinson, who operates the Coffee Drive-In, Enterprise, Ala., has renamed it the Starlight. . . . Tom Jones, buyer and booker, Storey Theatres, who underwent recent surgery, is recuperating at home. . . . Bill Spensely, booker, Warners, and his wife are parents of a new baby daughter. . . . A new 900-seat theatre will be built at the Victory Shopping Center in Savannah, Ga.

## BOSTON

Jayne Mansfield arrives in Boston on Jan. 10 to look over sites for the filming of "That Girl From Boston," from the book of the same title by Robert Rimmer of Boston, and plans to make the film with her own producing company, according to John Raffo, vice-president of Challenge Press here, which published the novel. Miss Mansfield arrives in Boston, Raffo said, after taping segments of the Jackie Gleason show in Florida. He said he discussed the production with Miss Mansfield in a series of long distance telephone calls. . . . "My Fair Lady" at the Saxon will have two performances on New Year's Eve. The first performance will begin at 8:30 p.m., the second at midnight. . . . Joseph E. Levine, Boston film producer, exhibitor, and distributor, will be represented in the legit theatre here with a new \$500,000 musical, "Kelly," under the joint managerial auspices of David Susskind and Daniel Melnick, at the Shubert on Jan. 19. The new musical will play Levine's hometown for three weeks prior to Broadway. . . . George Kraska, Levine's man in Boston, working on Embassy's "Santa Claus Conquers the Martians," came up with the idea of having the offspring of Boston film reviewers review the film for prizes. . . . Polish film posters are on display in the newly constructed lower lobby of the Brattle, Cambridge, Mass. Polish film posters are designed by some of the country's leading graphic artists, and are well known throughout Europe for their successful application of techniques of abstraction to film advertising, according to Bryant Halliday and Cy Harvey, owners of the theatre, who also head Janus Distributing and the Harvard Square Theatre. . . . Mischa Auer, who is appearing in the revival of "The Merry Widow," on tour, was interviewed by Boston film critics on his many



James O'Gara, vice-president and general sales manager of Buena Vista; star Julie Andrews; and exhibitor Ben Sack are seen at the recent opening of Walt Disney's "Mary Poppins" at the Gary, Boston, Mass.

years in the films. . . . "Goldfinger" (UA) is the Christmas show for the Music Hall and opens on Dec. 25. . . . Alterations are being made to the Circle, Brighton, last built of the big theatres in metropolitan Boston, which was sold by American Theatres Corp. to Redstone Theatres of Boston. Work has begun on a new lobby, new sound and projection equipment, and larger seats in the auditorium. The house remains open during the alterations. The Circle is the first conventional film house for Redstone in Boston.

**NEW HAMPSHIRE NEWS**—State, Nashua, ran a benefit feature for four days for the Nashua College Club scholarship fund. . . . Capitol, Concord, was again host to the Merrimack County 4-H Round-Up. . . . Regal, Franklin, went all out at a two-hour cartoon show with free popcorn, lemonade, balloons, jumping beans, comic books, and 25 passes. Advertised as an extra treat this: "One boy and one girl will be picked from the audience to watch the entire movie from the projectionist's booth." . . . Joseph Goldberg, successor to Ralph E. Morris, for 31 years manager of Laconia's Colonial, operated by General Cinema Corporation of Boston, was speaker at a recent meeting of the Rotary Club.

## BUFFALO

Downtown Buffalo will be operating at full Loew's theatre strength by Christmas, and no further closings are anticipated, Preston Robert Tisch declared at a reception in the Saturn Club. Visiting Buffalo to survey his organization's progress, the president of Loew's Hotels and chairman of Loew's Theatres predicted a full operation on the local motion picture theatre front. Loew's currently operates two area theatres, Shea's Buffalo and Shea's Teck. The latter closed recently but will reopen Christmas Day with "John Goldfarb, Please Come Home." "We plan to keep the theatre open after that," said Tisch. "I can see no reason for our closing it again for any extended period of time. We are going to try to book roadshow films for the Teck and will place regular products in the theatre when the other pictures are not available." Tisch believes that the theatre decline period has now reversed itself. "Our attendance figures prove that the audience is returning in great numbers," he said. . . . Andrew S. Geitner, 78, Silver Creek, N. Y., a veteran of 50 years in the theatre industry in Chautauqua county, died in Brooks Memorial Hospital, Dunkirk, after a brief illness. Geitner had owned and operated the Geitner, Park Place,

Silver Creek, since it opened in 1922. He was active in the business until his death. His son, Douglas C. Geitner, had managed the theatre in recent years. Before the Geitner was built, Geitner operated the old Star, Silver Creek, and managed the former Bijou, Dunkirk. . . . In a statement issued to members, Sidney J. Cohen, president of Allied Theatres of New York State, Inc., says, "After a complete report to our board on our chances of the removing of the remaining excise tax on theatre admissions, it was decided that an all-out campaign was necessary and that we would acquaint our representatives in Washington with the necessity of this being done. It is of the utmost importance that every exhibitor, large or small, get in touch with his Congressman and Senator if possible at his home or local office." . . . William Abrams, local Columbia exchange booker, has been elected president and business agent of Local CE-9, International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators. Other new officers elected are Robert Neffke, Clark Film Service, secretary and treasurer; James Lavorato, manager of the local office of National Screen Service Corporation, vice-president; and Edward Jauch, booker at the local 20th Century-Fox exchange, sergeant-at-arms. . . . The Legion of Decency pledge was renewed in churches of the Catholic Diocese of Buffalo on Sunday, Dec. 13. In a letter to pastors, the Most Rev. James A. McNulty, bishop of Buffalo, noted, "It would be well for pastors to post the Legion's weekly list in the church vestibules as well as in the parochial schools." He noted that groups and organizations "who wish to protest to theatre operators the showing of objectionable pictures should first clear with the Diocesan Legion of Decency." . . . Harold E. Hachten has been elected president of the Cinema Club of Buffalo. Other new officers are Patrick H. Capella, vice-president; John M. Winkleman, secretary; and Kenneth R. Batt, treasurer. Three directors also have been chosen: Alvin C. Wolf, Miss Winkleman, and Gen G. Watson. . . . The Variety Club of Buffalo has made no offer to give the Buffalo Board of Education a bus for transporting physically-handicapped children, Harold Bennett, Tent 7 past chief barker and chairman of the club's Heart Committee, said. He said it is "highly unlikely" such an offer would be made to a public agency until the club determined that non-tax-supported institutions "have their needs supplied." . . . Bob King, WKBW-TV, and Nate Dickman, D & B Distributors, have set Feb. 6-7 as the date of the Variety Club's annual telethon in which Tent 7 raises thousands of dollars for its charity activities. Stars of screen, stage, radio, and tv come to town when the telethon is put on and help the local barkers put the event over in great style. . . . The Very Rev. John E. Pallas, for 18 years a chaplain of the Buffalo Variety Club, who will become pastor of a church in Astoria, L. I., was honored at a civic testimonial farewell banquet in the Statler Hilton. The dinner was staged by the board of trustees of the Hellenic Eastern Orthodox Church of the Annunciation, where Father Pallas was pastor for 20 years. . . . John Martina and Morris Slotnick, Rochester, planed to Omaha to complete a deal on projection equipment, seats, and other furnishings for their new Jefferson City Plaza Theatre.

## CHARLOTTE

Mayor Stan R. Brookshire, Charlotte, has completed naming an 18-member "Citizens



Study Committee" to fight obscenity in motion pictures and magazines. On the committee, requested by the Charlotte-Mecklenburg Christian Ministers Association, are clergymen of the Protestant, Catholic, and Jewish faiths, several bankers, several attorneys businessmen, and a newspaperman.

## CHICAGO

Robert Hugel, operator of Tazwell, Washington, Ill., has opened another house, the Rialto, Bushnell, Ill. . . . Alliance Theatre Circuit is expanding its antenna department and will open other areas as soon as they obtain necessary equipment for their expansion needs. Dino Tubekis is in charge of this department. Joel Smith and Gerard J. Looby were here from Jerrold Electronics Corporation, Philadelphia, for conferences with executives of Alliance. Hugh Hefner, owner of Playboy theatre and other amusement interests, reports a 43 per cent increase in business so far this year, as compared to same period last year. Hefner plans to add other theatres to his chain within the near future, according to management of these interests. . . . General Cinema Corporation, Boston, plans to keep six outdoor theatres in this territory open all winter. The outdoors are under the management of Jack Springer at the drive-in headquarters here. . . . Stagelight theatre, Wheeling, Ill., is closing for the winter and breaks ground shortly for an elegant new theater in Niles, Ill., according to an announcement made by Irv Kupcnet in the Sun-Times. . . . Sam Lesner, movie critic of Chicago Daily News, had this report in his column as to building boom in movie industry: "In 1963, a total of 320 theatres either opened, or were under construction at a cost of more than \$90,000,000. Building plans announced to date point to 1964 construction costs exceeding the \$100,000,000 mark." . . . Tivoli, Downers Grove, Ill., a 1,500 seat house, has been acquired by Oscar Brotman and Leonard Sherman. They plan a \$50,000 modernization for the Tivoli, to begin after the Christmas season.

## CINCINNATI

Mid-States Theatres, which made the Times this city's core-area showcase for the movies, are to do it again, this time in the suburbs. Approximately \$50,000 will be spent in the renovation of the Hollywood, College Hill, with completion scheduled for early spring. The 725-seat house has been operating on a second-run policy, with occasional first-run films. Following the trend to play first-runs in suburban theatres, Mid-States is planning to completely change the Hollywood's appearance, creating a smart, intimate atmosphere of a first-run house. . . . Local suburban exhibitors were challenged as to why there weren't any movies for the pre-teen age young people—the group caught in the middle—too old for kiddie films and too young for the teen-adult films. A lady, eight years old, wrote the Enquirer to ask why it was that the Esquire didn't show more movies like "Red Riding Hood and the Monsters." She said it was great fun and that her parents enjoyed weekend movies when they were young, and she would too, if there were any being played. Lee Kramer, Esquire manager, replied to the query, saying the art house was for big boys and girls—university students. But Jack Haynes, Cincinnati Theatres general manager, rose to the occasion and presented "Peppino's Small Miracle" at matinees on Saturday and Sunday, both at the Hyde Park and the Westwood. . . . Film Row ex-



Seen at a recent screening of Embassy's "Santa Claus Conquers The Martians" at the RKO 58th Street Theatre, New York, were, left to right, Jim Bishop, co-star of the film; D. J. Ederle, Embassy's general sales manager; Paul L. Jacobson, producer of the film; and Santa Claus.

ecutives and area exhibitors honored Jack Finberg, celebrating his 25th anniversary with United Artists, at a dinner in the Playboy Club. More than 200 guests were present for the occasion, sponsored by Variety Tent Three Pioneer Club, with Ben T. Cohen, Holiday Amusement Co., and Phil Borack, Tri-State Theatre Services, as arrangement co-chairmen.

## COLUMBUS, O.

Torch Drive-In, Reynoldsburg, has been acquired by Sam Schultz, Cleveland operator, from Frank Whiffle. Schultz is planning complete renovation of the drive-in. . . . Art Shreffler, operator of the Castamba, Shelby, is the newest member of Independent Theatre Owners of Ohio. . . . Ken Prickett, ITOO executive secretary, was speaker at two sessions of the convention of Allied Theatre Owners of Wisconsin at Milwaukee. He discussed community antenna systems and competition from tax-supported schools in 16mm, 35mm, and stage presentations. . . . Mayor M. E. Sensenbrenner said he would like to see constructed here near the downtown theatre area an all-weather stadium and convention arena. His remarks came after he received a proposal that the city buy Jet Stadium, the local baseball park. There is no financing in sight at present for such a large project.

## DALLAS

Four performances of the Electronovision production of the Teen-age Awards Music International show have been booked for the Majestic at 10 a.m. from Dec. 28 through 31, and a fifth will be a midnight showing on Dec. 30. Distribution is being handled by American International Pictures. There will be no reserved seats for the showings, with tickets selling for \$1 for the one hour and 54 minute show. . . . James O. Cherry, city manager for Interstate Theatres, has opened 14 additional ticket offices for the sale of tickets for the roadshow engagement of "My Fair Lady," now in its seventh week at the Tower, where Forrest Thompson is manager. . . . The new Jerry Lewis picture, "The Disorderly Orderly," is scheduled for a multiple opening in Dallas on Dec. 24 at 14 theatres. . . . The Dallas-made film, "Indian Paint," which features Johnny Crawford, is now set for release in mid-April. . . . William Bradford Huie, author of "The Americanization of Emily," was here to talk about the filmization of his novel, due in on Christmas

Day at the Capri. . . . Jim Moran was in to publicize "John Goldfarb, Please Come Home," due in at the Palace in January. . . . The Village closed for four days for a face-lifting operation. New curtains, carpets, and an enlarged box office were among the items in the remodeling and renovation program, according to Jerry Reed, manager.

## DENVER

Opening Christmas of the new Fox Lake Ridge in suburban Lakewood and the appointment of Jim Sutton as manager has brought about several other changes in Fox Intermountain management personnel. Steve Mosier, former manager, Esquire, Denver, has taken Sutton's post in Laramie at the Fox; Art Hawridge was named manager, Esquire, and Bill Burnett, former assistant manager, Centennial Drive-In, has replaced Burnett as manager, Bluebird. . . . The Rocky Mountain Motion Picture Association, as a joint effort in the Denver area, is sponsoring a special Christmas show for the kiddies at local orphanages. Fox Intermountain is supplying the theatre, Buena Vista the film, and various suppliers are furnishing popcorn and candy treats. Fred Knill, Association prexy, and film row helpers assisted by many exhibs are promoting gifts and transportation for the youngsters. . . . Julesburg High School won its second state football championship, led by Ed Zorn, son of Mrs. Marie Zorn of the Hippodrome, as quarterback. . . . Jerry Banta, now MGM manager in St. Louis, was in town renewing old acquaintances. He used to handle the northern territory out of Denver. . . . Columbia salesman Bruce Marshall has recently returned to Denver after being in New York on Colosseum business. . . . Larry Starsmore, Westland Theatres, Colorado Springs, and Sam Dare, Columbia, arranged a screening of "Fail Safe" for personnel of NORAD. . . . United Artists booker Tony Dyksterhuis has recovered from pneumonia and is back in the office.

## DETROIT

American Airlines put its policy of first run movies in effect on three Detroit-Los Angeles flights daily. It launched this with seven-column page long ads in the newspapers. First class passengers will be provided with a screen for each two passengers; in less expensive sections, one screen for each nine. Sound is reproduced through ear-phones, and there is the choice of listening to stereophonic music instead of the feature. Pictures are shown in lighted cabins. . . . The Varsity, which has been a subsequent run neighborhood house since it opened years ago, began an art program with a different slant. Jumbled from week to week will be famous features of decades past, modern pictures, imports, and domestics. The announced programs start with "Citizen Kane." Others announced for future showing are "The Great Illusion," "Black Orpheus," "Hiroshima, Mon Amour," "Viridiana, and "The Connection." Plans also include drawing on the works of what the Varsity terms as modern "masters." These are to include productions of Antonini, Bergman, Bunel, Cacoyannis, De Sica, Fellini, Kurosawa, Resnais, and Visconti.

## HOUSTON

Jenna Clare and Don Mahoney, local tv personalities, have been offered roles in the forthcoming western epic to be filmed at the



Happy Shahan "Alamo Village," Brackettville, Tex. The film, to be made by a Dallas-based film company, will feature Hollywood star Robert Taylor. . . . J. P. Miller, the screen writer, a graduate of a local high school, completed his research in the local area on his first novel and returned to New York. . . . "Cheyenne Autumn" opened at the Windsor Cinerama as a benefit showing sponsored by the Junior Chamber of Commerce, with tickets selling for \$3. The proceeds of the showing will be turned over to the nurses at the Ben Taub Hospital here. . . . Billy Barnes, "Hollywood," musical revue satirizing the movie industry, opened the new Theatre IV, legitimate theatre which has been opened here. . . . Homer McCallon, Loew's State, has booked "Father Goose" as the Christmas attraction, while at the next door Metropolitan, where Howard Skelton is manager, the Christmas Eve attraction will be "Goldfinger."

## JACKSONVILLE

Harry Wise, professional magician booked into motion picture houses, gave great enjoyment to crowds of young people who flocked to see his presentation of "Dr. Jekyll's Weird Show" at the downtown Imperial. . . . Mel Kafka, co-owner, State, Gainesville, Fla., and a resident of New York City, visited local friends after conferring with Bill Henderson, manager of the State. . . . James Taylor, former assistant to Al Hildreth at the downtown Empress, has been transferred to Daytona Beach as an assistant to Ted Chapin, manager, Daytona. . . . The Beacham, Florida State Theatres' showplace of downtown Orlando, has been temporarily shuttered for extensive repairs and major improvements. It is being fitted with new 70/35mm projectors, a new Century transistor sound system, new seats, restrooms, carpeting, and concessions layout. The Beacham is operated under the direction of Walter Colby, FST city manager for Orlando, and resident manager Paul Marsden. . . . Tom Rademacher, former assistant to Carlton Bowden at the Florida, Sarasota, has been given a promotion by Bob Harris, FST district supervisor, to the management of the Ritz, Bartow. Miss Joy Moore, ex-manager, Ritz, recently moved to a new home in Texas. . . . The half-million people of Duval County (Jacksonville and its environs) will soon have two more theatres to consider when they seek first-run screen entertainment. The nearby beach communities of Mayport, Jacksonville Beach, Atlantic Beach, Neptune Beach, and Ponte Vedra Beach will have two new indoor houses which will doubtless save many beach patrons a 20-mile drive into Jacksonville to see first-run screen fare. Although the new theatres are located in separate cities, they are actually only a block apart. One, the Neptune, is located at Neptune Beach, and the other, the Royal Palm, lies in Atlantic Beach. Houses are being constructed for rival theatre circuits. The Neptune will become the fifth Duval theatre in the Kent Theatres circuit, and the Royal Palm will also be the fifth in Meiselman Theatres Duval operations. Both Kent and Meiselman are aiming their grand openings for the Christmas season. It is reported that Joe Thrift, former manager of Meiselman's Cedar Hills, Jacksonville, will manage Kent's Neptune. . . . WOMPI members contributed many hours of hard work in advance of and during their charity rummage sale held at the Brentwood Housing Project to raise money for Christmas parties for the 56 residents of the Rosewood Home for the Aged and for the scores of children



Shirley Eaton, the "Golden Girl" of United Artists' "Goldfinger," is seen in New Orleans with, left to right, UA southern division manager Gene Jacobs; Atlanta Times critic Bill Brewington; and Loew's State theatre manager Frank Henson.

from broken homes who are being detained in the city's downtown Juvenile Shelter.

## MIAMI, FLA.

Richard Wolfson, vice-president, Wometco Enterprises, Inc., was elected first vice-president, Variety Children's Hospital. . . . Miss Jennie Wong, daughter of Chinese film director and actor Ying Wong, Hong Kong, and a film actress herself in China, was married in the First Methodist Church of Davie, Fla., to Ira Hotchkiss, widely known Broward County builder. The groom is a member of the Broward County Area Planning Board. The couple were married in November in Hong Kong in traditional Chinese rites. The bride's father recently received the top Chinese award for his work in motion pictures. . . . Miami premiere of "Goodbye Charlie" at the Carib Dec. 23 is a benefit performance sponsored by the Women's American ORT, a group which provides vocational training for Jewish immigrants and refugees. . . . Wometco Theatres is holding a contest amongst its confection units, with prizes to be awarded for the best Christmas decorations. . . . Oran Cohen, manager, and Paul Haggerty, assistant, Plaza, West Hollywood, are working with the West Hollywood Shopping Plaza Merchants Association to collect toys, clothing, canned foods, and blankets for the needy of the area. The program, "Toy Mountain Project," will culminate with a special show for the less fortunate children of West Hollywood on Christmas morning when toys and clothing will be distributed to the youngsters as they leave the theatre. . . . James Carreras, International Chief Barker, will be guest speaker at Miami's Tent 33 installation banquet on Jan. 16 at the Deauville Hotel. Henry Oxell will be installed as chief barker at that time. . . . Nelson Murphy, manager, Shirley Street Theatre, Nassau, Bahamas, passed away in a local hospital.

## MEMPHIS

Crosstown Theatre closed on Dec. 12 to prepare for the opening of "My Fair Lady" on Christmas Day. The house will have a front display of flowers and greenery, and the lobby will have pink flower carts in honor of the indomitable Eliza Doolittle. Staff members' attire will be black-tie. Nearly a thousand ticket orders had been received prior to mid-December. American "Body-Form" seats, spaced 40 inches apart, have been installed in the orchestra and loges. . . . The Plaza will reopen on Dec. 23 with "Emil and the Detectives," announces Ken Goderre, manager. The auditorium has been resealed with green and white push-back

chairs in rows spaced 42 inches apart. In the concessions department, the new equipment includes a white counter and back bar, popcorn and candy cases, ice cream cabinet, and drink dispensers. Part of the lobby wall has been converted to a small art gallery where Memphis artists will exhibit. The two party rooms are bright and shiny. Here children will watch movies and eat ice cream and other goodies. At a recent run of "So Dear To My Heart," 36 parties were booked into these rooms. . . . All Star Drive-In, Holcomb, Mo., has closed, as has Tommie's Drive-In, Kennett, Mo. . . . In Tennessee, Skyvue Drive-In, Savannah, closed, and the Savannah opened. At Jackson, the Skyvue Drive-In closed, and at Lexington, the Laco Drive-In closed. . . . In Kentucky, closings include the Starlite Drive-In, Henderson, and Cardinal Drive-In, Mayfield. . . . Lake Drive-In, Sardis, Miss., has closed for the season.

## NEW HAVEN-HARTFORD

George L. Spoll, West Hartford, son-in-law of the late Robert M. Sternburg, for many years president of New England Theatres, Inc. (AB-PT), has been named to his second term as president of the Home Builders Association of Hartford County. . . . Russell C. Ordway, formerly with Lockwood & Gordon Theatres, has joined Vanderlip-Redmond Inc., Hartford office equipment firm, as account executive. . . . A memorial fund is being established for 23-year-old Judith O'Toole, daughter of Mrs. Estelle O'Toole, for many years executive secretary to Henry L. Needles, Warner Bros. Theatres Hartford district manager. The Rev John J. Bowler, Wethersfield's Corpus Christi church, said the fund's aim is to help the people of Ponape, a small South Pacific island, where Miss O'Toole worked as a lay missionary until her death this past September. . . . Marvin Bailey, ushering staff at Stanley Warner Strand, Hartford, has been promoted to chief of staff, succeeding Charles Johnson, resigned. . . . The New York, New Haven and Hartford Railroad has applied to the Public Utilities Commission for permission to sell 207,000 square feet of its Greenwich station property to Albert B. Ashforth, Inc., Greenwich, for \$326,103. Latter firm plans a shopping development, including a motion picture theatre. . . . Charles Tolis, Tolis Connecticut Theatres general manager, has named Alfred Hoffman as manager and Gerald Martin as assistant manager of the first-run Capitol, Meriden. . . . Jack Sanson, with Stanley Warner Theatres and predecessor organization, Warner Bros. Theatres, for 34 years, most recently as manager of the State, Manchester, Conn., will retire from the circuit Jan. 7. . . . License of the Howard Spodick-operated West End, revoked by Bridgeport police in October after screening what was characterized as indecent entertainment, has been restored by Common Council vote. License restoration was worded subject to these conditions: Exhibitions under the license shall be under the strict surveillance of the Superintendent of Police and shall conform to the accepted standards of good taste. . . . The Park St. Investment Company's 865-seat Central, West Hartford, joins metropolitan Hartford first-runs Christmas Day, hosting a day-and-date Connecticut premiere of Buena Vista's "Emil and the Detectives," with the Perakos Eastwood, East Hartford. . . . The state of Connecticut has rejected a \$70,000 bid to purchase the long-shuttered Middlesex, Middletown, on the grounds that the offer was not in the best interest of the state.



The theatre building was taken over by the state when the owners were unable to repay a \$140,000 loan. . . . King Brown, formerly with Trans-Lux Theatres in Baltimore and Detroit, has been named resident manager for Redstone Theatres at the newly-opened Cinema 1 and Cinema 2, dual-theatre complex at West Springfield, Mass. . . . Albert M. Pickus, ex-TOA executive committee chairman, and owner of the Stratford, Stratford, Conn., expects an early construction start on a Pickus shopping plaza in the center of Stratford. . . . The one-time Lampert family operated Glastonbury, Glastonbury, Conn., has been converted to other commercial use. . . . James M. Totman, SW New England zone manager, has named Guido Luminello as manager of the Warner, Lawrence, Mass., succeeding Jack Keegan, resigned. Steve Barbet, Palace, Lawrence, manager, has resumed his duties, following lengthy recuperation from accident injuries. Perry Nathan is the district manager.

## NEW ORLEANS

Jules Sevin, associated with E. T. Calogne in ownership and management of the neighborhood Bell and Gallo, and the Andrew Jackson restaurant in the French Quarter, was happy over the recent marriage of his son, Barry; and the forthcoming marriage of his son, Jay. . . . WOMPI Irene Gorka,

formerly in the group sales department of Martin Cinerama Theatre, and now a traveling representative for Southern Bell Telephone Directory, was in for the WOMPI Christmas theatre party at the Famous Theatre. . . . Jerry Kennedy, manager, 20th-Fox local exchange, was in Dallas for the company's recent two-day meeting of southern division and branch managers. . . . Caroline Sutter, secretary to Jerry Kennedy at 20th-Fox, will be married to Jerry Musloch on January 9. . . . Mr. and Mrs. Gilbert Romero will be back at the helm of their Gil, Lafayette, La., as of January 1 after an absence of several years during which it was leased to Vinton Thiebaux. . . . The 51 Drive-In, Brookhaven, Miss., is to go on week-end operation starting January 2. . . . WOMPI Jan O'Brien, Warner exchange, reports that her husband is well on the road to recovery after a siege of double pneumonia. . . . WOMPI's Mrs. Marie C. Berglund and Mrs. Lillian Sherick attended the MPA sales convention at Miami Beach, Fla. . . . The "Do Something About It For Moral Safety" of the Council of Catholic School Cooperative Clubs dispatched letters making a plea for entertainment that is "stimulative, informative, challenging, relaxing and enjoyable—and morally safe" to theatres, studios, television stations, newspaper editors, actors and writers asking for their cooperation in making this type of entertainment available.

## PHILADELPHIA

American International Pictures is moving on December 31 to Room 1010, Fox Building. The branch will retain the same telephone number—LO 8-6684. . . . The Leo Posel family will open the new Leo, Bustleton Avenue one quarter mile south of Byberry Road, on Dec. 22. . . . Lebanon County Court upheld the right of police to raid By-Pass Theatres' State, Lebanon, N. J., for showing an alleged obscene film, "Lorna." Manager James Cole was arrested and released on bail on charges of exhibiting an obscene film and corrupting the morals of minors. It was determined that three theatre employees present at the time of the raid were under 21. . . . Long time area exhibitor Walt Woodward sends Season's Greetings to all his many Yankee friends from Florida. . . . Sid Eckman, branch manager, MGM, has compiled a list of over 35 feature films suitable for kiddie shows which will help the local exchange win the company's 40th anniversary sale drive if exhibitor friends set these shows up. . . . Variety Club Tent 13's 30th anniversary testimonial dinner to retiring chief barker David Rosen and newly-elected chief barker David Milgram will be held Jan. 11 at the Bellevue-Stratford, which is also "Heart Award Night."

## SAN ANTONIO

A man robbed the Fredericksburg Road D-I of more than \$250. Nelda Lee, a ticket seller, said a man came up to the box office, shoved a paper bag through the window, and demanded the money. She said he held a hand in a jacket pocket as though he had a gun. Miss Lee put the money into the bag and returned it to him. She said he then walked about 40 yards to a car parked in front of the D-I and drove away. Local police said the description of the man matched that of the one who held up the Towne Twin D-I about a month ago. . . . "The Price of Silence," a documentary motion picture based on the plight of Soviet Jews, will be presented im-

mediately following the 8 p.m. Friday services at Temple Beth-El. The showing will be the San Antonio area premiere of the film, which stars Edward G. Robinson. It will be available for community use. . . . The Dave Clark Five, Beatle-style singing group from London, were here to sing at the Joe Freeman Coliseum. During a press interview, they revealed that they were planning to make a movie in January. . . . Pamela Baird, motion picture actress and a native of San Antonio, arrived for a series of appearances in three local churches where the new Billy Graham movie, "World's Fair Encounter," is being shown. Miss Baird won Disney's national talent contest for an actress to appear in "In the Land of Me 'O My," and has had parts as Cinderella in "The Wonderful World of the Brothers Grimm" and in "The Remarkable Mr. Pennypacker," "Good Morning Miss Dove," "The Dark Wave," and "The Guns of Fort Petticoat." . . . The hair stylists and beauticians in the city were invited to a special screening of "Goodbye Charlie." The 20th Century-Fox production is the special attraction booked at the Texas for its Christmas attraction. . . . "Afghanistan Journey" is the title of the Audubon Travelog presented in Thiry Auditorium at Our Lady of the Lake College. Raphael Green, lecturer for the full color motion picture, lived among the Afghans as he photographed the rare scenes for his first-hand report. . . . Roy Moore, Jr., city manager, Gulf State Theatres of Texas, Inc., is on the road to recovery from his recent illness and operation and is reporting for duty at the city office, located at the Alamo D-I. . . . Work is progressing on schedule at the Twin Cinema theatres to be operated by General Cinema Corp., in the North Star Shopping Center, with opening prior to Christmas, according to Ted Waggoner, manager of Cinema I and Cinema II. . . . Norman Schwartz has a Chevrolet Corvette on display in the lobby of his Aztec. . . . Ignacio Torres, manager of the Spanish language show house, Alameda, has instituted Monday and Thursday as Ladies Days, with a special 45 cents admission.

## SEATTLE

Recently-elected Variety Club officers for the coming year are Dwight Spracher, chief barker; Frank Christie, assistant chief barker; Fred Danz, second assistant chief barker; Jim Bonholzer, property master; and C. B. Gustafson, dough-guy. The new officers for the Ladies of Variety include Kay Slater, president; Margaret Gruble, secretary; and Kathleen Green, treasurer. . . . Tom McCleaster, 20th-Fox division manager, was in the city recently from San Francisco for a conference with branch manager Carl Hansaker. . . . Ken Snyder, Allied Artists salesman, has resigned and will announce his new affiliation shortly. . . . Eugene Jones has been named the new assistant branch manager to MGM branch manager Stewart Engebretson. He will act as assistant branch manager operating the Portland office and replacing Irwin Yablins, who has resigned to take a position with Paramount in Los Angeles. . . . A special screening of "Goodbye Charlie" was held by 20th-Fox and Helene Curtis for beauty shop operators in both the Seattle and Tacoma areas. . . . The Orpheum is reopening Christmas Day with the single billing, "Sex and the Single Girl." . . . Seattleites are anticipating the opening of the new class theatre in the central business district. The new Town Theatre, completely modernized and luxuriously refurbished from the old Roosevelt, opens Dec. 25 with "The Americanization of Emily."

# CLARK TRANSFER INC.

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# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107



DECEMBER 23, 1964 SECTION TWO VOL. 72, NO. 22

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	
Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as			
CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5327 (12-16-64)—Old fashioned fast moving western
- 6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made
- 6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer
- 6406 NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
- 6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made
- 6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad
- 6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (4-22-64)—Interesting topical drama—(Filmed abroad)
- 6403 STRANGER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
- 6408 THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
- 6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
- 6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

### COMING

- ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
- LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
- RACING FEVER—(C)—Joe Morrison, Barbara Bigert
- TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
- TICKLE ME—Elvis Presley
- VALLEY OF THE WHITE WOLVES—(EC)—Adam West, Linda Saunders
- WHITE SAVAGE—(EC)—Janette Scott, Keiron Moore
- YOUNG DILLINGER—Nick Adams

## AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
- 815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 822 COMMANDO—MD-98m.—Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the dualers
- A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair exploitation entry
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- A12 GODZILLA VS THE THING—FAN-90m.—(CS; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
- A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Glanna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- A14 PAJAMA PARTY—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd
- A07 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry
- 823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- A08 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer

### TO BE REVIEWED

- ATRAGON—(C; S)—Japanese-made
- BEACH BLANKET BINGO—(PV; C)—Frankie Avalon, Annette Funicello
- CITY IN THE SEA—Vincent Price, Susan Hart, Tab Hunter—English-made
- LAST MAN ON EARTH, THE—Vincent Price
- NAVAJO RUN—Johnny Seven, Virginia Vincent
- OPERATION SNAFU—Sean Connery, Stanley Holloway
- TOMB OF THE CAT—(S; C)—Vincent Price
- UNDER AGE—Anne MacAdams, Roland Rayter
- UNEARTHLY STRANGER—John Neville

## BUENA VISTA DISTRIBUTED DURING THE PAST 12 MONTHS

- 160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
- 153 MISADVENTURES OF MERLIN JONES, THE—C-98m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
- 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
- 156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- A.B.C. Murders, The . . . . . MGM
- Advance To The Rear . . . . . A2 MGM
- Adventures Of Scaramouche . . . . . Emb.
- Affair At The Villa Fiorita, The . . . . . WB
- Agony And The Ecstasy, The . . . . . Fox
- America, America . . . . . A3 WB
- Americanization of Emily, The . . . . . B MGM
- Amok . . . . . A1 Fox
- Amorous Adventure Of Moll Flanders . . . . . Par.
- Anatomy Of A Marriage . . . . . For.
- Apache Rifles . . . . . A1 Fox
- Ape Woman, The . . . . . A3 Emb.

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



- Aphrodite, Goddess Of Love .. A2 Emb.
- Archangels, The ..... Emb.
- Arizona Raiders, The ..... Col.
- Art Of Love ..... U
- Atragon ..... A-1
- Avenger, The ..... For.

**B**

- Baby, The Rain Must Fall ..... Col.
- Back Door To Hell ..... Fox
- Barbarian's, The ..... For.
- Bay Of Angels ..... A3 For.
- Beach Blanket Bingo ..... A-1
- Bedtime Story ..... A3 U
- Bear, The ..... A1 Emb.
- Behold A Pale Horse ..... A2 Col.
- Beauty And The Beast ..... Misc.
- Bebo's Girl ..... Cont.
- Becket ..... A3 Par.
- Bedford Incident, The ..... Col.
- Best Man, The ..... A4 UA
- Bikini Beach ..... A3 A-1
- Billy Liar ..... A3 Cont.
- Black Duke, The ..... For.
- Black Like Me ..... A4 Misc.
- Black Spurs ..... Par.
- Black Sabbath ..... B A1
- Blind Corner ..... A3 U
- Block, The ..... Misc.
- Blood Feast ..... Misc.
- Blood On The Arrow ..... A2 AA
- Blood On The Balcony ..... For.
- Bomb In High Street ..... For.
- Born Free ..... Col.
- Boy Ten Feet Tall, A ..... A1 Par.
- Brass Bottle, The ..... A1 U
- Bridge On The River Kwai, The RE ..... A1 Col.
- Bridge To Glory ..... For.
- Buddha ..... A3 UA
- Bullet For A Badman ..... A2 U
- Bunny Yeager's Nude Las Vegas ..... Misc.
- Bus Riley's Back In Town ..... A3 U

**C**

- Caddy, The-Re ..... A1 Par.
- Carpetbaggers, The ..... B Par.
- Cartouche ..... A3 Emb.
- Casanova '70 ..... Emb.
- Castle Of Blood ..... Misc.
- Cat Ballou ..... Col.
- Chalk Garden, The ..... A2 U
- Cheyenne Autumn ..... A1 WB
- Children Of The Damned ..... A2 MGM
- Cincinnati Kid, The ..... MGM
- Circus World ..... A1 Par.
- Clarence The Cross-Eyed Lion ..... MGM
- Cleopatra ..... R Fox
- Code 7, Victim 5 ..... A3 Col.
- Collector, The ..... Col.
- Commando ..... A3 A-1
- Congo Vivo ..... Col.
- Contempt ..... C Emb.
- Cool World, The ..... A4 Misc.
- Crack In The World ..... Par.
- Crawling Hand, The ..... Misc.
- Crazy Desire ..... B EMB
- Crimson Blade, The ..... A1 Col.
- Curse Of The Living Corpse, The ..... B Fox
- Curse of the Mummy's Tomb, The ..... Col.

**D**

- Dark Purpose ..... A2 U
- Day And The Hour, The ..... A2 MGM
- Dead Ringer ..... A3 WB
- Dear Bridgett ..... Fox
- Dear Heart ..... A3 WB
- Dementia (Filmgroup) ..... B A-1
- Devil Doll, The ..... For.
- Devil Ship Pirates ..... A2 Col.
- Diary Of A Bachelor ..... B A1
- Die, Die, My Darling ..... Col.
- Dingaka ..... Emb.
- Disorder ..... For.
- Disorderly Orderly, The ..... Par.
- Distant Trumpet, A ..... A2 WB
- Dream Maker, The ..... A-1 U
- Dr. Crippen ..... A3 WB
- Dr. Terror's House Of Horrors .. Par.
- Doctor In Distress ..... For.
- Dr. Strangelove ..... A4 Col.
- Don't Tempt The Devil ..... A3 For.
- Dragon Sky ..... For.
- Duel Of Champions ..... For.

**E**

- Earth Dies Screaming, The ..... A1 Fox
- Easy Life, The ..... A4 Emb.
- East Of Sudan ..... Col.
- El Greco ..... Fox
- Emil And The Detectives ..... A1 BV
- Empty Canvas, The ..... C Emb.
- Ensign Pulver ..... A2 WB
- Escape By Night ..... A2 AA
- Escape From Hell Island ..... Misc.
- Evil Of Frankenstein, The ..... A2 U
- Evil Eye ..... A2 A-1
- Eyes Of Annie Jones ..... A3 Fox

**F**

- Face Of War, The ..... For.
- Fall Safe ..... A2 Col.
- Fall Of The Roman Empire ..... A1 Par.

- 158 **SO DEAR TO MY HEART**—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue
- TATTOOED POLICE HORSE, THE**—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette
- THOSE CALLOWAYS**—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing
- 154 **TIGER WALKS, A**—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

**TO BE REVIEWED**

- THAT DARN CAT**—(TC)—Hayley Mills, Dean Jones
- MONKEY'S UNCLE, THE**—(T)—Annette, Tommy Kirk

**COLUMBIA DISTRIBUTED DURING THE PAST 12 MONTHS**

- 65004 **BEHOLD A PALE HORSE**—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad
- 64030 **BRIDGE ON THE RIVER KWAI, THE**—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
- CODE 7, VICTIM 5**—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa
- 64018 **CRIMSON BLADE, THE**—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made
- 64019 **DEVIL-SHIP PIRATES**—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
- 64004 **DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB**—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
- 65005 **FAIL SAFE**—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience
- 65008 **FINEST HOURS, THE**—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made
- 65012 **FIRST MEN IN THE MOON**—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England
- 65001 **GOOD NEIGHBOR SAM**—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry
- 64021 **HEY THERE, IT'S YOGI BEAR**—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features
- 714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
- 65006 **LILITH**—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil
- 64020 **LONG SHIPS, THE**—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64)—Lavish and spectacular period adventure tale—European made
- 65002 **NEW INTERNS, THE**—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
- 64017 **PSYCHE '59**—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal
- 64016 **QUICK GUN, THE**—W-87m.—(TS; TC)—Audie Murphy, Meiry Anders—5153 (4-15-64)—Okay western
- 65003 **RIDE THE WILD SURF**—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans
- 64014 **STRAIT-JACKET**—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64)—Grisly, but exploitable, horror shocker
- 64015 **SWINGIN' MAIDEN, THE**—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made

**COMING**

- ARIZONA RAIDERS, THE**—(EC)—Audie Murphy
- BABY, THE RAIN MUST FALL**—Steve McQueen, Lee Remick
- BEDFORD INCIDENT, THE**—Richard Widmark, Sidney Poitier, James MacArthur
- BORN FREE**—(PV; C)—Bill Travers, Virginia McKenna
- CAT BALLOU**—(C)—Jane Fonda, Lee Marvin, Michael Callan
- COLLECTOR, THE**—(C)—Samatha Eggar, Terence Stamp
- CONGO VIVO**—Jean Sebastian, Bachir Toure
- CURSE OF THE MUMMY'S TOMB, THE**—(TS; TC)—Terence Morgan—English-made
- DIE, DIE, MY DARLING**—Tallulah Bankhead—English Made
- EAST OF SUDAN**—(TC)—Anthony Quale, Sylvia Sims—English
- GENGHIS KHAN**—(PV; C)—Stephen Boyd, James Mason, Francoise Dorleac
- GORGON, THE**—(TC)—Peter Cushing, Christopher Lee—English-made
- HARVEY MIDDLEMAN, FIREMAN**—(C)—Eugene Troobnick, Hermione Gingold
- KING RAT**—George Segal, Tom Courtenay, James Fox
- LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE**—(S; C)—Japanese-Made Feature Cartoon
- LORD JIM**—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
- LOVE HAS MANY FACES**—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
- MAJOR DUNDEE**—(PV; C)—Charleston Heston, Richard Harris
- MICKEY ONE**—Franchot Tone, Hurd Hatfield, Alexandra Stewart
- OUTLAWS IS COMING, THE**—Three Stooges, Nancy Kovack
- PLAYBOY**—(C)—Tony Curtis
- PLAY IT COOLER**—Anthony Newly, Anne Aubrey
- SENILITA**—Anthony Francosa, Claudia Cardinale
- SHIP OF FOOLS**—Vivien Leigh, Jose Ferrer, Lee Marvin
- SYNANON**—Chuck Connors, Stella Stevens, Edmond O'Brien
- THESE ARE THE DAMMED**—Macdonald Carey, Shirley Ann Field
- UNKNOWN BATTLE, THE**—(PV; C)—Kirk Douglas, Richard Harris
- WATCH IT, SAILOR**—Dennis Price, Marlorie Rhodes
- WORLD WITHOUT SUN**—Jacques Cousteau Documentary

**CONTINENTAL (WALTER READE-STERLING, INC.)**

- BEBO'S GIRL**—D-94m.—Claudia Cardinale, George Chakiris—5327 (12-16-64)—Fair import—Italian-made; English titles
- BLACK LIKE ME**—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose
- ORGANIZER, THE**—D-126m.—Marcello Mastroianni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles
- SEDUCED AND ABANDONED**—CD-118m.—Sara Urzi, Stefania Sandrelli—5191 (7-22-64)—Good import—Italian-made; English titles
- BILLY LIAR**—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty patrons—English-made
- TO BED—OR NOT TO BED**—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well-made import—Italian-made; English titles
- POINT OF ORDER**—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal
- HIGH AND LOW**—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles
- LUCK OF GINGER COFFEY, THE**—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada
- MEDITERRANEAN HOLIDAY**—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue
- RATTLE OF A SIMPLE MAN**—CD-96m.—Harry H. Corbett, Diane Cilento—5327 (12-16-64)—Good entry for adult art house audiences—English-made
- SLAVE TRADE IN THE WORLD TODAY**—DOC.-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

**COMING**

- LOVE GODDESSES, THE**—All Star Cast

**EMBASSY**

- ADVENTURES OF SCARAMOUCHE, THE**—MD-98m.—(C)—Gerard Barry, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English
- APE WOMAN, THE**—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles
- CARTOUCHE**—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)



**CONTEMPT**—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michol Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
**CRAZY DESIRE**—CD-108m.—Ugo Tognazzi, Catherine Speak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
**EASY LIFE, THE**—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue  
**HOUSE IS NOT A HOME, A**—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
**LET'S TALK ABOUT WOMEN**—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
**ONLY ONE NEW YORK**—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
**PASSIONATE THIEF, THE**—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
**SANTA CLAUS CONQUERS THE MARTIANS**—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
**THREE PENNY OPERA**—MU-83m.—(EC)—Curt Jurgens, Hildegard Neff, Sammy Davis Jr.—5327—(12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English  
**YESTERDAY, TODAY AND TOMORROW**—COMP-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles  
**ZULU**—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

**COMING**

**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**ARCHANGELS, THE**—Roberto Bisacco, Virginia Onorato—Italian-made  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**CASANOVA-'70**—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
**DINGAKA**—Stanley Baker, Juliet Prouse  
**HELLFIRE CLUB**—Peter Cushing, Adrienne Corri  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**MARRIAGE—ITALIAN STYLE**—Sophia Loren, Marcello Mastroianni—Italian  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French

**MGM DISTRIBUTED DURING THE PAST 12 MONTHS**

423 **ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
 508 **AMERICANIZATION OF EMILY, THE**—CD-117m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
 414 **CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
 338 **DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
 427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade  
 512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers  
 411 **GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English  
 416 **GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
 408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-made; dubbed in English  
 429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English  
 432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce  
 455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
 506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France  
 422 **KISSIN' COUSINS**—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
 431 **LOOKING FOR LOVE**—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars  
 515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
 418 **MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
 6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—109m.—MGM stars—5210 (9-2-64)—Sell the names and nostalgia  
 6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford have a go at murder again—English-made  
 503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
 355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
 417 **NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made  
 430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner  
 6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
 6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5328 (12-16-64)—Amusing comedy  
 6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama  
 6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
 425 **RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa  
 419 **SEVEN FACES OF DR. LAO**—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
 6515 **SIGNPOST TO MURDER**—D-74m.—(PV)—Stuart Whitman, Joanne Woodward—5328 (12-16-64)—Bizarre whodunit for program—English-made  
 424 **TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
 513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama  
 337 **TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles  
 428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment  
 426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set  
 505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Huguency, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract  
 509 **YOUR CHEATIN' HEART**—MUD-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer

**COMING**

**A.B.C. MURDERS, THE**—Tony Randall, Anita Ekberg—English-made  
**CINCINNATI KID, THE**—Steve McQueen, Tuesday Weld, Ann-Margret  
**CLARENCE THE CROSS-EYED LION**—Marshall Thompson, Betsy Drake  
**GIRL HAPPY**—(PV; MC)—Elvis Presley, Shelley Fabares  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**HILL, THE**—Sean Connery, Michael Redgrave  
**JOY IN THE MORNING**—(PV; MC)—Richard Chamberlain, Yvette Mimeaux  
**LADY L**—Sophia Loren, Paul Newman, David Niven  
**LOVED ONE, THE**—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer  
**MONEY TRAP, THE**—(PV)—Glenn Ford, Elke Sommer  
**ONCE A THIEF**—Alain Delon, Ann-Margret, Van Heflin, Jack Palance

• **Fargo** ..... A3 U  
 • **Fate Is The Hunter** ..... A1 Fox  
 • **Father Goose** ..... U  
 • **Favor, The** ..... U  
 • **FBI Code 98** ..... A1 WB  
 • **Ferry Cross The Mercey** ..... UA  
 • **Finest Hours, The** ..... A1 Col.  
 • **First Men In The Moon** ..... A1 Col.  
 • **Flesh Eaters, The** ..... Misc.  
 • **Flight From Ashiya** ..... A3 UA  
 • **Flipper's New Adventure** ..... A1 MGM  
 • **Fluffy** ..... U  
 • **For Those Who Think Young** ..... A3 UA  
 • **Four Days In November** ..... A1 UA  
 • **Four For Texas** ..... B WB  
 • **From Russia, With Love** ..... B UA

**G**

• **Gallegher** ..... BV  
 • **Genghis Khan** ..... Col.  
 • **Get Yourself A College Girl** ..... MGM  
 • **Giant Monster, The** ..... For.  
 • **Girl Happy** ..... MGM  
 • **Girl With Green Eyes** ..... A4 For.  
 • **Glass Cage, The** ..... Misc.  
 • **Gladiators Seven** ..... A-1 MGM  
 • **Global Affair, A** ..... A3 MGM  
 • **Glory Guys, The** ..... UA  
 • **Godzilla Vs The Thing** ..... A1 A1  
 • **Gold For The Caesars** ..... A2 MGM  
 • **Golden Arrow, The** ..... A1 MGM  
 • **Goldfinger** ..... A3 UA  
 • **Goliath And The Vampires** ..... A2 A-1  
 • **Goodbye Charlie** ..... A3 Fox  
 • **Good Neighbor Sam** ..... A2 Col.  
 • **Gorgon, The** ..... Col.  
 • **Great Race, The** ..... WB  
 • **Greatest Story Ever Told, The** ..... UA  
 • **Gunfighter At Casa Grande** ..... MGM  
 • **Guns At Batasi** ..... A3 Fox  
 • **Guns Of August** ..... A1 U

**H**

• **Hallelujah Trail, The** ..... UA  
 • **Hamlet** ..... A1 WB  
 • **Hard Day's Night, A** ..... A1 UA  
 • **Harlow** ..... Par.  
 • **Harvey Middleman, Fireman** ..... Col.  
 • **He Rides Tall** ..... B U  
 • **Hellfire Club** ..... A3 Emb.  
 • **Hercules In The Haunted World** ..... For.  
 • **Hercules, Samson And Ulysses** ..... MGM  
 • **Hey There, It's Yogi Bear** ..... A1 Col.  
 • **Hidden Room Of 1,000** ..... For.  
 • **Horrors, The** ..... For.  
 • **Hide And Seek** ..... A2 U  
 • **High And Low** ..... Cont.  
 • **High Wind In Jamaica, A** ..... Fox  
 • **Hill, The** ..... MGM  
 • **Honeymoon Hotel** ..... B MGM  
 • **Horror Of It All, The** ..... A2 Fox  
 • **Horror Of Party Beach, The** ..... B Fox  
 • **House Is Not A Home, A** ..... B Emb.  
 • **How To Murder Your Wife** ..... UA  
 • **How The West Was Won** ..... A1 MGM  
 • **Hush, Hush, Sweet Charlotte** ..... Fox

**I**

• **I Saw What You Did** ..... U  
 • **I'D Rather Be Rich** ..... A2 U  
 • **I'll Take Sweden** ..... UA  
 • **In Harm's Way** ..... Par.  
 • **Incredible Mr. Limpet, The** ..... A1 WB  
 • **Inheritance, The** ..... Misc.  
 • **Intimate Diary Of Artists' Models** ..... Misc.  
 • **Invitation To A Gunfighter** ..... A3 UA  
 • **Ipress File, The** ..... U  
 • **Island Of The Blue Dolphins** ..... A1 U

**J**

• **John Goldfarb, Please Come Home** ..... Fox  
 • **Journey To The End Of The Universe** ..... A1  
 • **Joy House** ..... B MGM  
 • **Joy In The Morning** ..... MGM  
 • **Judith** ..... Per.



**K**

Killers, The ..... A3 U  
 • King Rat ..... C Col.  
 • Kiss Me, Stupid ..... C UA  
 Kisses For My President ..... A3 WB  
 Kissin' Cousins ..... B MGM  
 Mitten With A Whip ..... B U

**L**

La Bonne Soupe ..... C For.  
 • Lady L ..... B MGM  
 Lady In A Cage ..... B Par.  
 Kanterna Magica ..... For.  
 Lassie's Great Adventure ..... A1 Fox  
 • Last Man On Earth, The ..... A1  
 Lawrence Of Arabia ..... A2 Col.  
 Law Of The Lawless ..... A1 For.  
 Les Abysses ..... C Emb.  
 Let's Talk About Women ..... A2 AA  
 • Life In Danger, A ..... B Emb.  
 • Light Fantastic, The ..... MGM  
 Lili—RE ..... A4 Col.  
 Lilith ..... Col.  
 • Little Prince And The ..... A1  
 Eight-Headed Dragon, The ..... Misc.  
 Lively Set, The ..... B Col.  
 Living Between Two Worlds ..... A1 Fox  
 Long Ships, The ..... B MGM  
 Longest Day, The ..... Col.  
 Looking For Love ..... Cont.  
 • Lord Jim ..... C For.  
 Lorna ..... MGM  
 • Love Goddesses ..... Col.  
 • Love Has Many Faces ..... Col.  
 Love On A Pillow ..... C For.  
 • Loved One, The ..... MGM  
 Luck Of Ginger Coffey, The ..... A3 Cont.

**M**

Madmen Of Mandores ..... Misc.  
 Mafioso ..... A3 For.  
 Malamondo ..... For.  
 Mail Order Bride ..... A3 MGM  
 • Major Dundee ..... Col.  
 Man From Galveston, The ..... A2 WB  
 • Man In The Dark ..... U  
 Man In The Middle ..... B Fox  
 Man Who Walked Through ..... For.  
 The Wall ..... A3 U  
 Man's Favorite Sport? ..... A3 U  
 Marnie ..... A3 U  
 • Marriage-Italian Style ..... Emb.  
 Mary Poppins ..... A1 BV  
 Masque Of The Red Death ..... B A1  
 • Masquerade ..... UA  
 Master Spy ..... A1 AA  
 McHale's Navy ..... A1 U  
 Mediterranean Holiday ..... A1 Cont.  
 MGM's Big Parade Of Comedy ..... A1 MGM  
 • Mickey One ..... Col.  
 • Mirage ..... U  
 Misadventures Of Merlin Jones ..... A1 BV  
 • Mister Moses ..... UA  
 Model Murder Case, The ..... For.  
 • Monkey's Uncle, The ..... BV  
 Money Trap, The ..... MGM  
 Moon-Spinners, The ..... A1 BV  
 Moro Witch Doctor ..... A2 Fox  
 • Morituri ..... Fox  
 Murder Ahoy ..... A1 MGM  
 Murder Most Foul ..... A1 MGM  
 Muscle Beach Party ..... A2 A-I  
 Mutiny On The Bounty ..... A2 MGM  
 • My Blood Runs Cold ..... WB  
 My Fair Lady ..... A1 WB

**N**

Naked Brigade, The ..... U  
 Naked Kiss, The ..... A3 Misc.  
 • Naked Prey, The ..... Par.  
 • Navajo Run ..... A1  
 Never Put It In Writing ..... A1 AA  
 New Interns, The ..... B Col.  
 Night Must Fall ..... B MGM  
 Night Of The Iguana ..... A4 MGM  
 Night Train To Paris ..... A2 Fox  
 • Night Walker, The ..... A2 U  
 Nightmare ..... A2 U  
 Nightmare In The Sun ..... A3 Misc.  
 • None But The Brave ..... WB  
 Nothing But The Best ..... A4 For.  
 Nutty, Naughty Chateau ..... B For.

**O**

Of Human Bondage ..... B MGM  
 • Once A Thief ..... MGM  
 One Man's Way ..... A1 UA  
 One Potato, Two Potato ..... A2 Misc.  
 • One Way Pendulum ..... UA  
 Only One New York ..... A1 Emb.  
 • Operation Crossbow ..... MGM  
 • Operation SNAFU ..... A-1  
 Organizer, The ..... A4 For.  
 Orgy At Lili's Place, The ..... Misc.  
 • Outlaws Is Coming, The ..... Col.  
 Outrage, The ..... A3 MGM

OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard  
 PASSPORT TO OBLIVION—(PV)—David Niven, Françoise Dorléac  
 POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley  
 ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon  
 SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves  
 SANDPIPER, THE—(PV; MC)—Elizabeth Taylor, Richard Burton  
 SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
 SHE—Ursula Andress, Peter Cushing—English made  
 SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast  
 VICE AND VIRTUE—Annie Girardot, Robert Hassein  
 YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif  
 YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson  
 ZEBRA IN THE KITCHEN—Jay North, Andy Devine

**PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS**

6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment  
 R6402 CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue  
 6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—  
 Highly commercial explosive entry  
 CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in  
 Cinerama should prove popular—Filmed abroad  
 6406 DISORDERLY ORDERLY, THE—C-90m.—(C)—Jerry Lewis, Susan Oliver—5328 (12-16-64)—Typical Jerry Lewis farce primarily  
 for kids  
 6400 FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)  
 —Overwhelming entry rates high among epics—Filmed in Spain  
 6311 LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama  
 is rough on audiences; but gripping  
 6316 LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful  
 western with big names  
 6314 PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on  
 name power—French-made  
 6322 PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it  
 6320 RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made  
 6323 ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantee, Adam West—5174 (6-10-64)—Good science fiction  
 entry  
 6405 ROUSTABOUT—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley  
 musical for his fans  
 6313 SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-  
 filled cast  
 6324 STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western  
 6325 WALK A TIGHTROPE—MD-69m.—Lan Duryea, Patricia Owens—5170 (5-27-64)—Okay brief program meller—English-made  
 6404 WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-  
 64)—Adult drama with particular appeal for women has big boxoffice potential  
 R6403 YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and  
 Lewis comedy—Reissue

**COMING**

AMOROUS ADVENTURES OF MOLL FLANDERS—(PV; TC)—Kim Novak, Richard Johnson  
 BLACK SPURS—(TC)—Roy Calhoun, Linda Darnell, Scott Brady  
 BOY TEN FEET TALL, A—(CS; TC)—Edward G. Robinson  
 CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott  
 DR. TERROR'S HOUSE OF HORRORS—(TS; TC)—Peter Cushing  
 HARLOW—(PV; TC)—Carroll Baker, Peter Lawford  
 IN HARM'S WAY—(PV)—John Wayne, Patricia Neal, Kirk Douglas  
 JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
 NAKED PREY, THE—(PV; TC)—Cornel Wilde  
 SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors  
 SYLVIA—Carroll Baker, George Maharis, Ann Southern  
 TOWN TAMER—(TS; TC)—Dana Andrews, Terry Moore  
 YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

**20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS**

425 APACHE RIFLES—MD-92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry  
 BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer  
 444 CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertain-  
 ment  
 412 CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Warren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable  
 horror entry  
 424 EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for  
 duallers—English-made  
 404 EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made  
 423 FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about  
 planes and people  
 428 GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent  
 cast  
 417 GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama  
 422 HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—Eng-  
 lish-made  
 411 HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploit-  
 able, horror opus for teens  
 429 JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230  
 (11-18-64)—Wacky comedy should prove effective crowd pleaser  
 322 LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part  
 of program  
 414 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad  
 401 MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England  
 and India  
 431 MORO WITCH DOCTOR—MD-61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the  
 Philippines  
 420 NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-  
 made  
 426 RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western  
 has fine cast, fast action  
 403 SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploit-  
 able shocker  
 408 SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue  
 402 SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal  
 405 THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made  
 in England  
 426 VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and venge-  
 ance—Filmed in Italy  
 415 WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled  
 entry is headed for better returns  
 421 WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made  
 325 YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program  
 ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5328 (12-16-64)—Fine drama—Filmed in Greece

**COMING**

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison  
 AMOK—Jock Mahoney, Margia Dean  
 DEAR BRIDGETT—(CS; C)—James Stewart, Billy Mumy  
 EL GRECO—Mel Ferrer, Rosanna Schiaffino  
 HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura  
 HUSH, HUSH SWEET CHARLOTTE—(C)—Olivia DeHavilland, Bette Davis, Joseph Cotten  
 MORITURI—(CS)—Marlon Brando, Yul Brynner, Janet Margolin  
 PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa  
 RAPTURE—(CS)—Patricia Gozzi, Melvyn Douglas—English made  
 REWARD, THE—(CS; C)—Max Von Sydow, Nina Castelovova, Efrem Zimbalist, Jr., Yvette Mimieux



**SOUND OF MUSIC, THE**—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker  
**THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel  
**UP FROM THE BEACH**—Cliff Robertson, Irina Demick  
**VON RYAN'S EXPRESS**—(C)—Frank Sinatra, Trevor Howard, Brad Dexter  
**WAR PARTY**—Michael T. Miller, Davey Davision, Donald Barry

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman  
 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht  
 6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch  
 6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon  
 6420 **GOLDFINGER**—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli  
 6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
 6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross  
 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch  
 6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman  
 6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean  
 6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch  
 6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch  
 6419 **TOPKAPI**—CD-120m.—(C)—Melfina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
 6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made  
 6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

### COMING FEATURES IN ORDER OF RELEASE

- Dec. **KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch  
 Feb. **HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.

### COMING

- FERRY CROSS THE MERSEY**—Gerry And The Pacemakers—English-made  
**GLORY GUYS, THE**—(PV; DC)—Tom Tryon, Harve Presnell, Jeanne Cooper—Levy-Gardner—Laven  
**GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens  
**HALLELUJAH TRAIL, THE**—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
**I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon  
**MASQUERADE**—(C)—Cliff Robertson, Jack Hawkins—Novus  
**MISTER MOSES**—(PV; C)—Robert Mitchum, Carroll Baker—Ross  
**ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made  
**RAGE TO LIVE, A**—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
**SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch  
**THOUSAND CLOWNS, A**—Jason Robards, Jr., Barbara Harris  
**TRAIN, THE**—Burt Lancaster, Jeanne Moreau  
**WHAT'S NEW, PUSSYCAT?**—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment  
 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry  
 6421 **BULLET FOR A BADMAN**—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made  
 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show  
 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made  
 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made  
**FATHER GOOSE**—C-115m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
 6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Krell—5329 (12-16-64)—Interesting documentary on World War I  
 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches  
 6406 **HIDE AND SEEK**—MD-90m.—(C)—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made  
 6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
 6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade  
 6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story  
 6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
 6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
 6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy  
 6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama  
 6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing  
 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Molra Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made  
 6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
 6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
 6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5329 (12-16-64)—Cute comedy with potent cast  
 6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5329 (12-16-64)—Okay western  
 6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made  
 6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

- Pajama Party** ..... B A-I  
**Party, The** ..... AA  
**Paris When It Sizzles** ..... A3 Par.  
**Passionate Thief, The** ..... A3 Emb  
**Passport To Oblivion** ..... MGM  
**Patsy, The** ..... A1 Par.  
**Pattern For Plunder** ..... For.  
**Pink Panther** ..... A3 UA  
**Playboy** ..... Col.  
**Play It Cooler** ..... Col.  
**Pleasure Seekers, The** ..... Fox  
**Point Of Order** ..... A2 Cont.  
**Postman's Knock** ..... MGM  
**Psyche 59** ..... B Col.  
**Psychomania** ..... Misc.  
**Pumpkin Eater, The** ..... A4 For.

- Quick, Before It Melts** ..... MGM  
**Quick Gun, The** ..... A2 Col  
**Quo Vadis—Re.** ..... A1 MGM

### R

- **Racing Fever** ..... B AA  
 • **Rage To Live, A** ..... UA  
**Raiders Of Leyte Gulf, The** ..... A1 For.  
**Rapture** ..... Fox  
**Rattle Of A Simple Man** ..... Cont.  
**Ready For The People** ..... WB  
**Reward, The** ..... Fox  
**Rhino** ..... A1 MGM  
**Ride The Wild Surf** ..... A1 Col.  
**Ring of Treason** ..... A2 Par.  
**Rio Conchos** ..... A3 Fox  
**Robin And The 7 Hoods** ..... A2 WB  
**Robinson Crusoe On Mars** ..... A1 Par.  
**Rounders, The** ..... A3 MGM  
**Roustabout** ..... A2 Par.

### S

- **Sandokan, The Great** ..... MGM  
 • **Sandpiper, The** ..... MGM  
**Santa Claus Conquers The Martians** ..... A1 Emb.  
**Satan Bug, The** ..... A2 UA  
**Seance On A Wet Afternoon** ..... A2 For.  
**Secret Door, The** ..... A2 AA  
**Secret Invasion, The** ..... A2 UA  
**Secret of My Success, The** ..... MGM  
**Seduced And Abandoned** ..... A3 For.  
**Send Me No Flowers** ..... A2 U  
**Senilita** ..... Col.  
**Seven Days In May** ..... A2 Par.  
**Seven Faces Of Dr. Lao, The** ..... A1 MGM  
**Seven Surprises** ..... For.  
**Seventh Dawn, The** ..... B UA  
**Sex And The Single Girl** ..... B WB  
**She** ..... MGM  
**Shenandoah** ..... U  
**Ship Of Fools** ..... Col.  
**Shock Treatment** ..... A2 Fox  
**Shot In The Dark, A** ..... B UA  
**Signpost To Murder** ..... MGM  
**Sing And Swing** ..... A2 U  
**Situation Hopeless But Not Serious** ..... Par.  
**633 Squadron** ..... A2 UA  
**Skydivers, The** ..... Misc.  
**Slave Trade In The World Today** ..... C Cont.  
**Slime People, The** ..... Misc.  
**So Dear To My Heart—Re** ..... A1 BV  
**Son Of A Gunfighter** ..... MGM  
**Sound Of Music, The** ..... Fox  
**South Pacific—RE.** ..... A3 Fox  
**Stage To Thunder Rock** ..... A2 Par.  
**Stark Fear** ..... Misc.  
**Station Six Sahara** ..... B AA  
**Stop Train 349** ..... A2 AA  
**Strait-jacket** ..... A3 Col.  
**Strange Bedfellows** ..... U  
**Strangler, The** ..... B AA  
**Surf Party** ..... A2 Fox  
**Swingin' Maiden, The** ..... A1 Col.  
**Sword Of Al Baba, The** ..... U  
**Sword Of El Cid, The** ..... For.  
**Sylvia** ..... Par.  
**Synanon** ..... Col.



T

• Taffy And The Jungle Hunter ... AA  
 Taggart ... A2 U  
 Tamahine ... A3 MGM  
 T-A-M-I Show, The ... Misc.  
 Tattooed Police Horse, The ... A1 BV  
 • That Darn Cat ... BV  
 • That Funny Feeling ... U  
 That Man From Rio ... A2 For.  
 • These Are The Damned ... Col  
 Thin Red Line, The ... A3 AA  
 3 Nuts In Search Of A Bolt ... Misc.  
 Three Penny Opera ... A3 Emb.  
 Third Secret, The ... A3 Fox  
 36 Hours ... A2 MGM  
 Those Calloways ... BV  
 • Those Magnificent Men In Their  
 Flying Machines ... Fox  
 • Thousand Clowns, A ... UA  
 Tiger Walks, A ... A1 BV  
 • Tiko And The Shark ... MGM  
 Time Travelers, The ... B A-1  
 To Bed Or Not To Bed ... A3 Cont.  
 • Tomb Of The Cat ... A-1  
 Tomorrow At Ten ... For.  
 Topkapi ... A3 UA  
 Torpedo Bay ... A3 A1  
 • Town Tamer ... Par.  
 • Train, The ... UA  
 Troublemaker, The ... Misc.  
 • Truth About Spring, The ... A1 U  
 Two Are Guilty ... A3 MGM  
 • Two On A Guillotine ... A3 WB

U

• Under Age ... B A1  
 • Unearthly Stranger ... A-1  
 • Unknown Battle, The ... Col.  
 Unsinkable Molly Brown, The ... A2 MGM  
 • Up From The Beach ... Fox

V

• Valley Of The White Wolves ... AA  
 • Vice And Virtue ... B MGM  
 Visit, The ... A4 Fox  
 Viva Las Vegas ... B MGM  
 • Von Ryan's Express ... Fox  
 Voyage To The End Of  
 The Universe ... A1 A-1

W

Wacky Playboy, The ... Misc.  
 Walk A Tightrope ... A2 Par.  
 Walls Of Hell, The ... A2 Misc.  
 War Is Hell ... A2 AA  
 • War Lord, The ... U  
 • War Party ... Fox  
 • Watch It, Sailor ... Col.  
 Weekend ... C For.  
 What A Way To Go! ... B Fox  
 • What's New, Pussycat ... UA  
 • Where Love Has Gone ... A3 Par.  
 • White Savage ... AA  
 White Slaves Of Chinatown ... Misc.  
 Why Bother To Knock? ... B For.  
 Wild And Wonderful ... A1 U  
 Witchcraft ... A2 Fox  
 Woman In The Dunes ... C For.  
 Woman Is A Woman, A ... For.  
 Women Of Straw ... A3 UA  
 • Woman Who Wouldn't Die, The ... A3 WB  
 World Of Henry Orient, The ... A2 UA  
 • World Without Sun ... Col.

Y

Yanco ... For.  
 Yank In Viet-nam, A ... A1 AA  
 • Yellow Rolls Royce, The ... MGM  
 Yesterday, Today And Tomorrow ... B Emb.  
 • Young Girls Of Good Family ... Emb.  
 Youngblood Hawke ... A3 WB  
 Young And Willing ... A4 U  
 • Young Cassidy ... MGM  
 • Young Fury ... Par.  
 Young Lovers, The ... A3 MGM  
 Young Swingers, The ... A1 Fox  
 Your Cheatin' Heart ... A2 MGM  
 Your'e Never Too Young—Re. ... A2 Par.

Z

• Zebra In The Kitchen ... MGM  
 Zorba, The Greek ... Fox  
 Zulu ... A3 Emb.

## COMING

ART OF LOVE, THE—(TC)—James Garner, Elke Sommer  
 BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks  
 FARGO—Michael Parks, Celia Kaye  
 FAVOR, THE—(C)—Rock Hudson, Leslie Caron  
 FLUFFY—(C)—Tony Randall, Shirley Jones  
 I SAW WHAT YOU DID—Joan Crawford, John Ireland  
 IPCRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made  
 MAN IN THE DARK—William Sylvester, Barbara Shelley—English made  
 MIRAGE—Gregory Peck, Diane Baker  
 NAKED BRIGADE, THE—Shirley Eaton, Ken Scott  
 NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson  
 SHENANDOAH—(C)—James Stewart, Doug McClure  
 SWORD OF ALI BABA, THE—(C)—Peter Mann  
 THAT FUNNY FEELING—(C)—Sandra Dee, Bobby Darin, Donald O'Connor  
 TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur  
 WAR LORD, THE—(PV; C)—Charlton Heston, Rosemary Forsyth, Richard Boone

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

358 AMERICA AMERICA—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad  
 480 CHEYENNE AUTUMN—AD-158m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223  
 (10-21-64)—Highly interesting outdoor adventure entry  
 357 DEAD RINGER—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama  
 455 DEAR HEART—D-114m.—Glenn Ford, Geraldine Page—5329 (12-16-64)—Mildly entertaining  
 363 DISTANT TRUMPET, A—W-117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies  
 361 DR. CRIPPEN—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair Import—English-made  
 366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy  
 364 FBI CODE—98—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action  
 356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action  
 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic  
 359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film  
 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast  
 360 MAN FROM GALVESTON, THE—W-57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler  
 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top  
 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler  
 365 ROBIN AND THE 7 HOODS—CMU-123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please  
 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

## COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 MY BLOOD RUNS COLD—(PV)—Troy Donahue, Joey Heatherton  
 NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker  
 SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda  
 TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones  
 WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made

## MISCELLANEOUS

BEAUTY AND THE BODY—NOV.-70m.—(EC)—Klip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.  
 BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson  
 BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars  
 BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate  
 CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.  
 COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V  
 CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.  
 ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International  
 FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.  
 GLASS CAGE, THE—MD-84m.—Arlene Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic  
 INHERITANCE, THE—DOC-60m.—Narrated by Robert Ryan—5234—Documentary on rise of the unions needs special treatment—Harold Mayer  
 INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marle Perry—5155 (4-15-64)—Okay nudie novelty—ikay Beautiful  
 LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire  
 LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve  
 MADMEN OF MANDORAS—MD-74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.  
 NIGHTMARE IN THE SUN—MD-81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac  
 ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V  
 ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)—Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin  
 PSYCHOMANIA—MD-90m.—Lee Phillips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria  
 SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.  
 SKYDIVERS, THE—MD-75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.  
 STARK FEAR—MD-86m.—Beverly Garland, Sklp Homler—5134 (2-19-64)—Spotty effort on an ugly subject—Ellis  
 T-A-M-I SHOW, THE—MUNOV-113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision  
 3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.  
 TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus  
 WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic  
 WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War In the Philippines serves up action for the program—Made In Philippines—Hemisphere  
 WHITE SLAVES OF CHINATOWN—MD-70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary—American Film Dist.



# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- ANATOMY OF A MARRIAGE (MY DAYS WITH JEAN MAC)**—96m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art house patrons—French-made; English titles—Janus
- ANATOMY OF A MARRIAGE (MY NIGHTS WITH FRANCOISE)**—97m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art houses—French-made; English titles—Janus
- AVENGER, THE**—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English—Medallion
- BRIDGE TO GLORY**—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo
- BARBARIANS, THE**—MD-83m.—Pierre Cressoy, Hsylene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere
- BLACK DUKE, THE**—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English—PRC
- BLOOD ON THE BALCONY**—DOC.—92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo
- BOMB IN THE HIGH STREET**—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot—English-made—Hemisphere
- DEVIL DOLL**—D—80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.
- DISORDER**—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary
- DOCTOR IN DISTRESS**—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor
- DON'T TEMPT THE DEVIL**—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO
- DRAGON SKY**—D-95m.—(EC)—Narie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert
- DUEL OF CHAMPIONS**—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion
- GIANT MONSTER, THE**—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert
- HERCULES IN THE HAUNTED WORLD**—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.
- HIDDEN ROOM OF 1,000 HORRORS, THE**—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LATERNA MAGIKA**—NOV.—119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslovakia—Richard Fleischer
- LES ABYSSES**—D-90m.—Francine Berge, Colette Berge—5234 (12-3-64)—Off-beat drama could draw among arty set—French-made English titles—Kanawha
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MAFIOSO**—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.
- MALAMONDO**—COMP.—79m.—(EC)—Produced by Goffredo Lombardo—5234 (12-3-64)—Repelling import—Italian-made—Magna
- MAN WHO WALKED THROUGH THE WALL**—C-99m.—Heinz Rühmann, Nicole Courcel—5235 (12-3-64)—Cute comedy import—German-made; English titles; Shown Int.
- NOTHING BUT THE BEST**—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.
- NUTTY, NAUGHTY CHATEAU**—C—102m.—(TC)—Curt Jurgens, Monica Vitti, Jean-Louis Trintignant—5232 (11-18-64)—Weird import shoots for laughs—French-made; English titles—Lopert
- PATTERN FOR PLUNDER**—MD-84m.—Keenan Wynn, Mai Zetterling—5235 (12-3-64)—Well made espionage entry holds interest—English-made—Herts-Lion Int.
- PUMPKIN EATER, THE**—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity features strong performances—English-made—Royal Films Int.
- RAIDERS OF LEYTE GULF, THE**—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere
- SEANCE ON A WET AFTERNOON**—D-115m.—Kim Stanley, Richard Attenborough—5235 (12-3-64)—Quality art import—English-made—Artixo
- SEVEN SURPRISES**—COMP-77m.—(Partly color)—Produced by Harvey Chertok—5235 (12-3-64)—Mixture of shorts for art spots—Canadian made—Quartet Int.
- SWORD OF EL CID, THE**—86m.—(Superlenscope; EC)—Roland Carey, Chantal Deberg—5194 (8-5-64)—Okay programmer—PRC
- THAT MAN FROM RIO**—C-114m.—(EC)—Jean-Paul Belmonde, Françoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert
- TOMORROW AT TEN**—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor
- WEEKEND**—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.
- WOMAN IN THE DUNES**—D-123m.—Eiji Okada, Kyoko Kishida—5236 (12-3-64)—Intriguing import—Japanese-made; English titles—Pathe Contemporary
- YANCO**—D-85m.—Ricardo Ancona—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

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**FEATURE FILMS**  
**PRODUCTION NUMBERS and**  
**NATIONAL RELEASE DATES**  
**1963-64 and 1964-65**  
**SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1963-64 and 1964-65 product, accurate to time of publication.—Ed.)

**Allied Artists**

6401	Soldier In The Rain	Dec.
6402	A Yank In Viet-Nam	Feb.
6403	The Strangler	April
6404	A Life In Danger	Feb.
6405	The Secret Door	Mar.
6406	Never Put It In Writing	May
6407	The Naked Kiss	May
6408	The Thin Red Line	July
6409	Stop Train 349	July
6410	Master Spy	July
6411	Station Six Sahara	Aug.
6412	Escape By Night	Aug.
6413	Racing Fever	Sept.
6414	Blood On The Arrow	Sept.

**American-International**

A01	Muscle Beach Party	March
A02	Goliath And The Vampires	April
A03	Last Man On Earth	April
A04	The Unearthly Stranger	June
A05	Masque Of The Red Death	June
A06	Bikini Beach	July
A07	The Time Travelers	Oct.
A08	Voyage To The End Of The Universe	Aug.
A09	Day The Earth Froze	April
A10	Conquered City	Dec.
A11	Operation SNAFU	Jan.
A12	Godzilla Vs The Thing	Aug.
A13	Diary Of A Bachelor	Sept.
A14	Pajama Party	Nov.
A15	Navajo Run	Nov.
A16	Taboo	Jan.
A17	Atragon	Dec.
	Operation Snafu	Jan.
	Tomb Of Ligeia	Jan.
	Lost World Of Sinbad	Feb.

**Buena Vista**

146	Fantasia—RE	Oct.
147	20,000 Leagues Under the Sea—RE	Oct.
145	The Incredible Journey	Nov.
148	Sword In The Stone	Dec.
151	Three Lives Of Thomasina	June
153	Misadventures Of Merlin Jones	July
154	A Tiger Walks	July
156	The Moon-Spinners	July
158	So Dear To My Heart—Re.	Oct.
157	Mary Poppins	Oct.
158	So Dear To My Heart	Oct.
160	Emil And The Detectives	Oct.

**Columbia**

65001	Good Neighbor Sam	July
65002	The New Interns	Aug.
65003	Ride The Wild Surf	Aug.
65004	Behold A Pale Horse	Sept.
65005	Fail Safe	Oct.
65006	Lilith	Sept.
65007	The Pumpkin Eater	Oct.
65008	The Finest Hours	Oct.
	World Without Sun	Nov.
65012	First Men In The Moon	Nov.
	East Of Sudan	Nov.
	Baby, The Rain Must Fall	Jan.
	The Outlaws Is Coming	Jan.
	Love Has Many Faces	Feb.
	Code 7, Victim 5	Feb.
	The Gorgon	Feb.
	Curse Of The Mummy's Tomb	Feb.
	The Collector	Jan.

**Continental**  
**(Walter Reade-Sterling, Inc.)**

Billy Liar	Jan.
Wurthing Heights (Reissue)	Jan.
The Impersonator	Feb.
To Bed—Or Not To Bed	March
Point Of Order	April
High and Low	April
They All Died Laughing (Jolly Bad Fellow)	May
The Organizer	May
Black Like Me	May
Mediterranean Holiday	July
Seduced and Abandoned	Aug.
The Luck of Ginger Coffey	Oct.
BeBo's Girl	Nov.
The Love Goddesses	Nov.
World Greatest Swindles	Nov.
The Slave Trade In The World Today	Nov.

**Embassy**

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.
Hellfire Club	June
Fury Smuggler's Bay	June
Zulu	July
Crazy Desire	July
Contempt	July
Cartouche	July
A House Is Not A Home	Aug.
Adventures Of Scaramouche	Aug.
Only One New York	Sept.
The Ape Woman	Sept.
Three Penny Opera	Oct.

**MGM**

501	MGM's Big Parade Of Comedy	Sept.
502	Quo Vadis—Reissue	Sept.
503	Murder Most Foul	Sept.
504	Of Human Bondage	Oct.
505	The Young Lovers	Oct.
506	Joy House	Nov.
507	The Outrage	Nov.
508	The Americanization Of Emily	Dec.
509	Your Cheatin' Heart	Jan.
510	Signpost To Murder	Feb.
511	Murder Ahoy	Sept.
512	Get Yourself A College Girl	Dec.
513	36 Hours	Jan.
514	Quick Before It Melts	Feb.
515	Lili—RE.	Feb.

**Paramount**

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6311	Lady In A Cage	July
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
6314	Law Of The Lawless	May
6315	The Carpetbaggers	June
6316	Paris When It Sizzles	April
6317	Son Of Captain Blood	May
6318	Paris Pick-Up	Oct.
6319	Becket	April
	The Fall Of The Roman Empire	May
6320	Ring Of Treason	Aug.
6323	Robinson Crusoe On Mars	June
6324	Stage To Thunder Rock	June
6322	The Patsy	Aug.
6325	Walk A Tightrope	July
6400	The Fall Of The Roman Empire	Sept.
R6402	The Caddy—Reissue	Sept.
R6403	You're Never Too Young—Reissue	Sept.
6404	Where Love Has Gone	Oct.
6405	Roustabout	Nov.
6406	Disorderly Orderly	Dec.
	Boy Ten Feet Tall	Jan.
	Psycho—Reissue	Jan.
	Sylvia	Feb.

**20th-Fox**

401	Man In The Middle	Jan.
402	Surf Party	Jan.
403	Shock Treatment	Feb.
404	Eyes Of Anne Jones	Feb.
405	The Third Secret	March

406	The Hustler	April
444	Cleopatra (Regular Release)	July
407	Blue Denim	April
408	South Pacific	April
411	Horror Of Party Beach	April
412	Curse Of The Living Corpse	April
413	La Bonne Soupe	June
414	The Longest Day	June
415	What A Way To Go	April
416	The Visit	Aug.
417	Guns At Batasi	Sept.
419	Journey To The Center Of The Earth—Reissue	Sept.
420	Night Train To Paris	Sept.
421	Witchcraft	Sept.
422	Horror Of It All	Sept.
423	Fate Is The Hunter	Oct.
424	The Earth Dies Screaming	Oct.
425	Apache Rifles	Nov.
426	Rio Conchos	Nov.
427	Riders From Beneath The Sea	Nov.
428	Goodbye Charlie	Dec.
429	John Goldfarb, Please Come Home	Dec.
431	Moro Witch Doctor	Jan.
	Zobra, The Great	Jan.
	The Pleasure Seekers	Jan.
	Dear Brigitte	Feb.

**United Artists**

6401	It's A Mad, Mad, Mad, Mad World	Dec.
6402	Kings Of The Sun	March
6403	Pink Panther	March
6404	The Ceremony	Jan.
6405	Ladybug, Ladybug	Jan.
6406	One Man's Way	Feb.
6407	From Russia With Love	April
6408	Flight From Ashiya	May
6409	The Best Man	May
6410	For Those Who Think Young	June
6411	World Of Henry Orient	June
6412	633 Squadron	July
6413	The 7th Dawn	July
6414	A Hard Day's Night	Aug.
6415	A Shot In The Dark	July
6416	Woman Of Straw	Sept.
6417	The Secret Invasion	Oct.
6418	Invitation To a Gunfighter	Nov.
6419	Topkapi	Oct.
6421	Kiss Me, Stupid	Dec.
6422	Four Days In November	Nov.
6420	Goldfinger	Jan.
	How To Murder Your Wife	Feb.

**Universal**

6401	Charade	Jan.
6402	Young And Willing	Jan.
6404	Dream Maker, The	Feb.
6405	Man's Favorite Sport?	Feb.
6406	Hide And Seek	Mar.
6407	Captain Newman, M.D.	April
6408	He Rides Tall	April
6409	The Brass Bottle	May
6410	The Raiders	May
6413	The Chalk Garden	June
6414	Evil Of Frankenstein	June
6415	Nightmare	June
6416	Wild And Wonderful	July
6417	Bedtime Story	July
6418	Marnie	Aug.
6419	Island Of Blue Dolphins, The	Aug.
6420	McHale's Navy	Sept.
6421	Bullet For A Badman	Sept.
6423	I'd Rather Be Rich	Oct.
6424	The Killers	Oct.
	Guns Of August	Sept.
6425	The Lively Set	Nov.
6426	Send Me No Flowers	Nov.
6427	Kitten With A Whip	Dec.
6428	Sing And Swing	Dec.
	Father Goose	Jan.
	The Night Walker	Feb.
	Strange Bedfellows	Feb.

**Warners**

351	Wall Of Noise	Sept.
352	The Castilian	Oct.
353	Rampage	Nov.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
358	America, America	Feb.
359	The Incredible Mr. Limpet	March
357	Dead Ringer	Feb.
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
362	Act One	April
363	Distant Trumpet	May
364	FBI Code-98	June
365	Robin And The 7 Hoods	July
366	Ensign Pulver	July
451	Kisses For My President	Oct.
452	Ready For The People	Oct.
453	Youngblood Hawke	Nov.
454	Sex And The Single Girl	Dec.
455	Dear Heart	Jan.
456	Two On A Guillotine	Feb.
457	None But The Brave	Feb.
458	Affair At Villa Fiorita	Apr.
478	Hamlet	Oct.
479	My Fair Lady	Oct.
480	Cheyenne Autumn	Dec.



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Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: MANAGER for deluxe Ohio indoor theatre, experienced in advertising, promotions, exploitation. Excellent salary, benefits. State age, experience and furnish photo. BOX A1223, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EXPERIENCED MANAGER desires position in area within 75 miles of New York City. Five years experience hard tops and drive-ins. Capable of buying, advertising, concession management. WILLIAM J. MARSHALL, 73-62 255th St., Glen Oaks, N. Y. 11004. 212-FI-3-1433. (1216)

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they**

**last!**

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MOTION PICTURE

# EXHIBITOR

DECEMBER 30, 1964

Volume 72

Number 24

IN THREE SECTIONS • THIS IS SECTION ONE

ENTERED AS SECOND CLASS MATTER OCTOBER 24, 1962, AT THE POST OFFICE AT BALTIMORE, MD., UNDER THE ACT OF MARCH 3, 1879

# 46

## YEARS

... of being **FIRST**  
with the **BEST** ...

in *Theatre News, Theatre  
Views, and Theatre Services*

### 1918 ~ 1964

## Storm Brews Over N.Y. Censorship

(See page 10)

## Product Preview For New Year

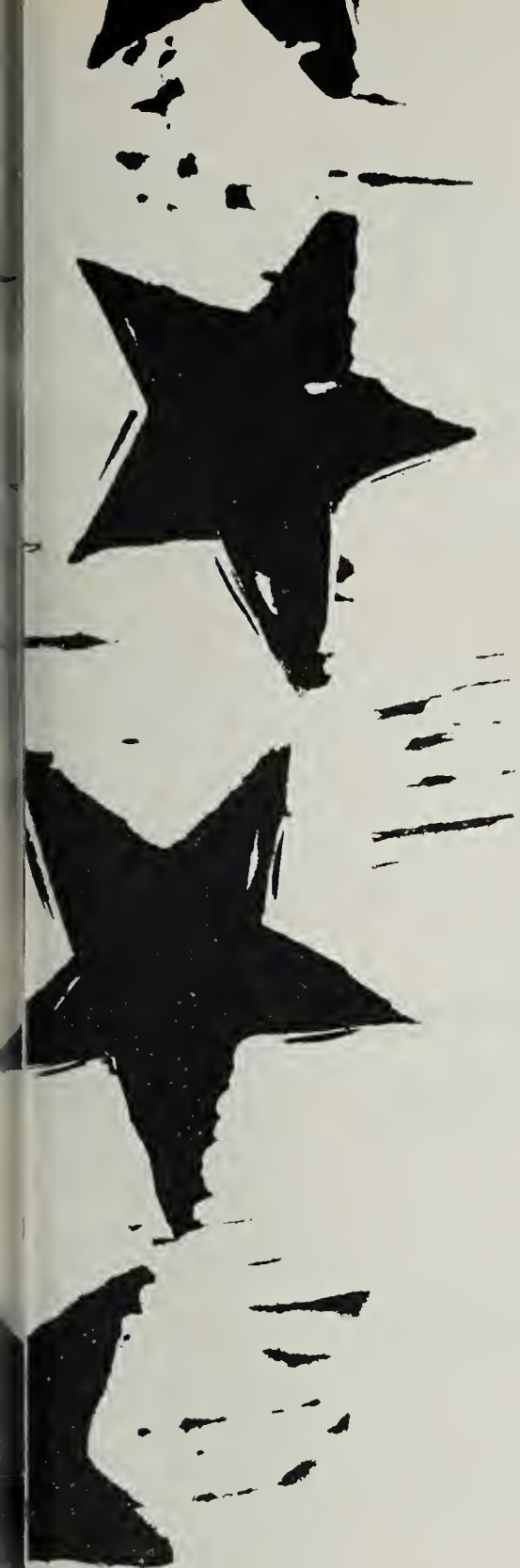
(Starts page 46)

**AN ALL-INDUSTRY TASK FORCE . . . see editorial—page 7**



*atures*





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MARKETING POWER • MERCHANDISING POWER





# 20TH

# KEEPS 'EM COMING

## GOODBYE CHARLIE

**DECEMBER**

A Venice Productions Picture  
Starring Tony Curtis,  
Debbie Reynolds, Pat Boone.  
Co-starring Joanna Barnes.  
Also starring Laura Devon and  
Walter Matthau as Sartori.  
Produced by David Weisbart.  
Directed by Vincente Minnelli.  
Screenplay by Harry Kurnitz.  
CinemaScope. Color by DeLuxe.

## ZORBA THE GREEK

**JANUARY**

A Michael  
Cacoyannis Production.  
Starring Anthony Quinn,  
Alan Bates, Irene Papas.  
With Lila Kedrova,  
George Foundas. From the  
novel by Nikos Kazantzakis.  
Produced and directed from his  
screenplay by Michael Cacoyannis.

## THE PLEASURE SEEKERS

**JANUARY**

Starring Ann-Margret, Tony  
Franciosa, Carol Lynley,  
Gardner McKay and  
Pamela Tiffin. Introducing  
Andre Lawrence. Guest star  
Gene Tierney. Brian Keith as Paul  
Barton. Produced by David Weisbart.  
Directed by Jean Negulesco.  
Screenplay by Edith Sommer.  
CinemaScope. Color by DeLuxe.

## DEAR BRIGITTE

**FEBRUARY**

A Fred Kohlmar Production.  
Starring James Stewart.  
Co-starring Fabian,  
Glynis Johns, Cindy Carol,  
Billy Momy, John Williams,  
Jack Kruschen with Ed Wynn as  
The Captain. Produced  
and directed by Henry Koster.  
Screenplay by Hal Kanter.  
CinemaScope. Color by DeLuxe.

## HUSH... HUSH, SWEET CHARLOTTE

**MARCH**

An Associates & Aldrich Com  
Production. Starring Bette D  
Olivia de Havilland  
Joseph Cotten  
Co-starring Agnes Moorehead  
Cecil Kellaway, William Campbell  
Guest star Victor Buono. Also star  
Mary Astor as Jewel Mayhew  
Produced and directed by  
Robert Aldrich. Screenplay  
by Henry Farrell and Lukas Heller  
From a story by Henry Fa...

## A HIGH WIND IN JAMAICA

**MAY**

Starring Anthony Quinn, James  
Coburn. Also starring Lila Kedrova.  
Guest star Gert Frobe.  
Produced by John Croydon.  
Directed by Alexander Mackendrick.  
Screenplay by Ronald Harwood,  
Denis Cannon, Stanley Mann.  
CinemaScope. Color by DeLuxe.

## UP FROM THE BEACH

**JUNE**

Starring Cliff Robertson,  
Red Buttons,  
Irina Demick, Marius Goring,  
Francoise Rosay. Guest stars  
Broderick Crawford,  
James Robertson Justice.  
Directed by Robert Parrish.  
Screenplay by Howard Clewes.  
CinemaScope.

## VON RYAN EXPRESS

**JULY**

Starring Frank Sinatra, Trevor Howard  
A Mark Robson Production  
Introducing Raffaella Carrà  
Co-starring Brad DeLaney,  
Sergio Fontani, John Leary  
Edward Mulhare, Wolfgang Preiss. Produced  
by Saul David. Directed by Mark Robson  
Screenplay by Wendell Mayes  
Joseph Landon. Based on the novel  
by David Westheimer. Color by DeLuxe  
A P-R Production Picture

... AND  
THESE  
**BIG  
ONES**  
ALREADY  
SET!

## SERGE BOURGUIGNON'S THE REWARD

**SEPTEMBER**

An Aaron  
Rosenberg Production.  
Starring Max Von Sydow,  
Yvette Mimieux, Efrem  
Zimbalist, Jr., Gilbert  
Roland. Co-starring Emilio Fernandez,  
Nino Castelnuovo, Henry Silva.  
Produced by Aaron Rosenberg. Directed  
by Serge Bourguignon. Screenplay by  
Serge Bourguignon and Oscar Millard.  
CinemaScope. Color by DeLuxe.

## THE FANTASTIC VOYAGE

**OCTOBER**

The story of a C.I.A. agent  
on a secret mission  
Starring Stephen Boyd  
additional cast to be announced  
Produced by Saul Zaentz  
Directed by Richard Fleischer  
Screenplay by David Du...



# MONTH AFTER MONTH!

## 20TH'S THREE GREAT 70 MM ROADSHOWS FOR RELEASE IN 1965!

### RAPTURE

APRIL

Starring Melvyn Douglas,  
Dean Stockwell, Gunnel Lindblom.  
Produced by Christian Ferry.  
Directed by John Guillermin.  
Screenplay by Stanley Mann.  
CinemaScope.

### MORITURI

AUGUST

Starring  
Marlon Brando, Yul Brynner.  
Also starring Janet Margolin.  
Co-starring Martin Benrath, Hans  
Christian Blech, Wally Cox,  
Max Haufler, Rainer Penkert,  
William Redfield. Guest star  
Trevor Howard as Colonel Statter.  
Produced by Aaron Rosenberg.  
Directed by Bernhard Wicki.  
Screenplay by Daniel Taradash.  
Produced by Arcola-Colony  
Productions, Inc.

### DO NOT DISTURB

DECEMBER

An Aaron Rosenberg-  
Martin Melcher Production.  
Starring Doris Day,  
Rod Taylor. Produced by  
Aaron Rosenberg and Martin Melcher.  
Directed by Ralph Levy. Screenplay  
by Richard Breen and Milton Roen.  
Based on a story by William Fairchild.  
CinemaScope. Color by DeLuxe.

RODGERS and HAMMERSTEIN'S

A  
ROBERT WISE  
Production

## THE SOUND OF MUSIC

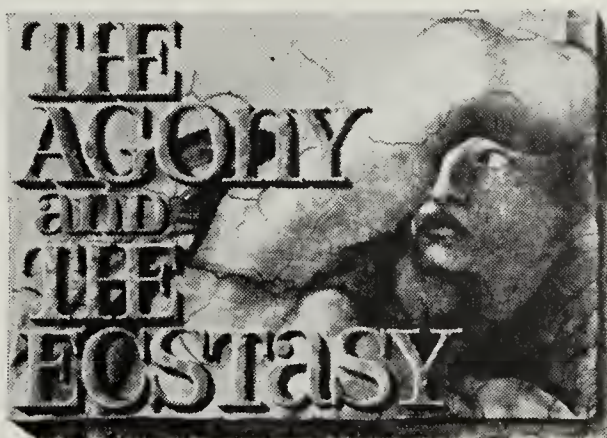
WORLD PREMIERE  
RIVOLI THEATRE  
MARCH 2.

Starring Julie Andrews, Christopher Plummer.  
Co-starring Richard Haydn. With Peggy Wood,  
Charmian Carr, The Bil Baird Marionettes and  
Eleanor Parker as The Baroness. Associate  
Producer Saul Chaplin. Directed by Robert Wise. Music by  
Richard Rodgers. Lyrics by Oscar Hammerstein II. Additional words and  
music by Richard Rodgers. Screenplay by Ernest Lehman. Produced  
by Argyle Enterprises Inc. Produced in Todd-AO®. Color by DeLuxe.

Those  
Magnificent Men  
in their  
Flying Machines  
-or how I flew from London  
to Paris in 25 hours 11 minutes



Starring an international all-star cast  
including Stuart Whitman, Irina  
Demick, Alberto Sordi, James Fox,  
Sarah Miles, Robert Morley, Gert  
Frobe, Yujiro Ishihara, Terry-Thomas,  
Red Skelton. Produced by Stan  
Margulies. Directed by Ken Annakin.  
Written by Jack Davies and Ken Annakin.  
Produced in Todd-AO®. Color by DeLuxe.



Starring  
Charlton Heston, Rex Harrison  
in a Carol Reed Production  
of Irving Stone's  
"The Agony and the Ecstasy."  
Co-starring Diane Cilento.  
Directed by Carol Reed.  
Screen story and screenplay  
by Philip Dunne. Based on  
the novel by Irving Stone.  
Music by Alex North.  
Produced in Todd-AO®. Color by DeLuxe.

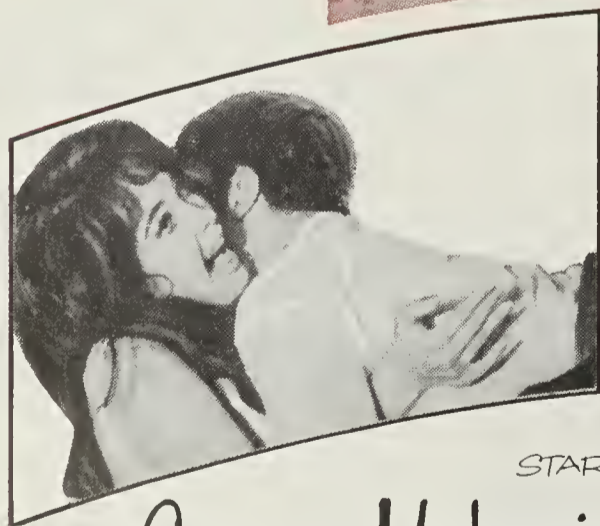


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VOLUME 72 • No 24

DECEMBER 30, 1964

OUR 46th YEAR

### THE OUTLOOK FOR '65

THE ECONOMIC PROSPECTS for the coming year appear brighter than they have in some time. In the wake of one of the biggest years ever for new car sales, the big three auto manufacturers are talking of 1965 in terms of an all-time high in unit sales. To back the optimistic words, they have announced increased expenditures ranging from 15 to as high as 50 per cent. Whether Detroit's 1957 record will be topped is yet to be seen, but it is certain that they will at least come close.

In general, the uplift provided by a basic industry going full blast is a good indicant that both spending and buying will rise. Consumer industries are looking to growing markets based on the population increases of recent years, and the economic picture is considerably brighter thanks to larger capital outlays by private industry and increased government expenditures—both of which are lowering the unemployment rate.

Utilities, notably electric service, have grown to a point where the only step left is to pass on savings to their consumers in the form of reduced rates. New rate reductions, in turn, are expected to stimulate consumption. Too, the Federal Government's reduction in tax rates has freed much

consumer income and may provide a lasting boost to consumer item production.

In our industry, more new theatres are being built each year—theatres that have taken the business to suburbia with impressive results. New construction for the past two years has exceeded 200 indoors per year, with many first rate drive-ins added during the same period to the rolls.

All that the industry currently needs to assure its place in this general prosperity is a good supply of saleable product at prices theatres can afford to pay. The elimination of bidding is the one problem within the industry that we have yet to solve. Though a definite solution is not immediately forecast—we predict the eventual abandonment of this policy by all the film companies.

The action that might hasten this major decision is formation of an effective close-knit organization taking in all segments of the business. Only then will the valuable time and energy so lavishly wasted on fruitless bickering and disagreements be turned to the real problem facing all of us—the creation of better product and the task of expanding the audience for motion pictures the world over.

### AN ALL-INDUSTRY TASK FORCE

THE THOUGHT THAT TALENT is going to waste is enough to make anyone with a mind worthy of the name stop and think. No one will argue that vast human resources, perhaps the only real resource we have, are left untapped, yet few people know or care enough to do anything about it.

We would like to see, for instance, a crack team made up of the best brains in the business tackle a challenging problem, forgetting their company allegiances and differences. Men like the late president Kennedy realized the value of such efforts fully and made use of the best human material available in the interest of the common good.

What would happen, for instance, if we might pick an all-star team made up of the best men from exhibition and distribution and send them into a "trouble area" for a month or two? Merchandising specialists, crack ad men, sales personnel to assess product split and playoff, people who are specialists in running concessions operations, or technical

advisors—all would look at this city or town or territory with the sole objective of building gross receipts.

We would bet that the newspaper, radio, and tv station staffs would experience an eye-opening demonstration of how to sell. It would probably work out that our hotshots could rack up some envious boxoffice performances for the product they had to sell. Also, the area's theatres probably would be a sight cleaner, with tighter standards in the projection and sound department too.

It is always a pleasure to watch the best men in any field come together, be it in a pro football game or over an operating table. Sometimes, if the objective is desired enough, as with the brain pool created to get the U. S. space program on its feet, such undertakings are brought about. Though we might never see such a demonstration in this industry, it is interesting to speculate on what the results might be.

## NO ISSUE NEXT WEEK

**MOTION PICTURE EXHIBITOR, as is its annual custom, will not publish next week to give its hard-working staff a chance to relax over the New Year holiday. We'll be back with renewed vitality for the issue of Jan. 13, 1965. HAPPY NEW YEAR TO ALL.**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Diamond Rings

Claire Ansekmo, daughter of Helen Ansekmo, head cashier, Martin's Cinerama Theatre, New Orleans, became engaged to Robert Downer. The wedding will take place Jan. 23.

### Obituaries

Helen, Bower, 69, longtime staffer on the Detroit Free Press as feature writer, art and book editor, and, from 1947 to 1961, movie editor and reviewer, died at Henry Ford Hospital. Miss Bower, daughter of a Detroit newspaper publisher, joined the Free Press in 1914. She was struck by a car last Feb. 28, and had been in a coma since the accident. Burial was in Roseland Park Cemetery.

Mrs. Margaret Hand, 81, mother of Mrs. Rose Hand McLellan, chief telephone operator of Columbia Pictures, New York, passed away at her home in the Bronx after a long illness.

Dorothy Masters, film critic for the past 19 years for the New York Daily News, died at the age of 54. She was former chairman and secretary of the New York Film Critics. Survivors include her husband, Alfred E. Lee, director of marketing for the Johnson & Johnson Co.; a daughter, Mrs. Deyo Swartz; her mother, Mrs. William Masters; and a sister and brother.

### Gold Bands

Margaret Emily Newman, daughter of Martin H. Newman, vice-president of Century Theatres, was married to Kenneth D. Newborg. Following a European honeymoon, the couple will make their home in Manhattan.

### Mixed Reaction To N. Y. Bill

ALBANY—The Board of Regents' proposed bill for "optional" classification of motion pictures to be seen by unaccompanied children over eight and under 16 years of age met an initial mixed reaction.

Albany Sunday Times Union, with the largest circulation of any newspaper in northeastern New York, editorially approved the measure. Several members of the Legislature voiced criticism of the drafting. One New York City lawmaker endorsed its purpose. Another thought consideration of bill should be delayed until the session convening Jan. 6.

New York State Allied Theatres, Inc., through President Sidney J. Cohen, Buffalo, had already asked exhibitors to "oppose censorship or classification."

### Moyer To Seven Arts

NEW YORK—W. K. Moyer, veteran broadcaster who has served for 27 years with the Canadian Broadcasting Corp., has been appointed Canadian sales director for all television distribution for Seven Arts Productions, Ltd., it was announced by Charles S. Chaplin, vice-president and Canadian general manager.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., DEC. 28

## Future Moves In Appeal Over "Goldfarb" In Doubt

ALBANY—Arguments in the temporary injunction issued by Supreme Court Justice Henry Clay Greenberg on Notre Dame's plea and against the 20th Century-Fox release of "John Goldfarb, Please Come Home" can hardly be heard by the Court of Appeals before the February term opening Feb. 8—and then only under certain conditions.

If the Appellate Division, First Department, which will consider the injunction case the week of Jan. 4, upholds Justice Greenberg's ruling the decision could be appealed to the State's highest tribunal. However, that action might be contingent on whether the Appellate Division finding were unanimous. In such development, the Court of Appeals' approval would be necessary to bring the appeal.

Also, there might be the question of whether "constitutionality" were at issue, and the matter of calendar "preference"—whether hearing of the case should be accelerated.

With these unknown factors, informants said it was hard to predict when, and if, the Court of Appeals would consider the controversy. The speed of the Appellate Division's determination certainly would be a factor in estimating when the Court of Appeals might hear the case. It was believed unlikely this could take place during the term starting here Jan. 4.

The March term of Appeals Court starts early in that month.

### IFIDA Honors Sher

NEW YORK—Louis K. Sher, president of the Art Theatre Guild, was named IFIDA's "Exhibitor Of The Year" by the Independent Film Importers and Distributors of America, according to Jean Goldwurm, chairman of the festival and awards committee. A special award will be presented to Sher and the Art Theatre Guild for the circuit's encouragement of the exhibition of foreign motion pictures in the United States.

The Art Theatre Guild now consists of 30 theatres in 11 states, ranging from Massachusetts to California. Its houses are regarded as prime showcases for films from abroad. Sher is an Ohioan who came into the business in September of 1954 as operator of the Bexley Theatre in Columbus.

### CORRECTION

In last week's issue of MOTION PICTURE EXHIBITOR, James V. O'Gara was erroneously identified as Buena Vista's general sales manager. Of course, O'Gara is eastern division sales manager while Irving Ludwig serves as president and general sales manager.



## BROADWAY GROSSES

### Opens Lead Holiday Week

NEW YORK—Holiday fare, led by "Goldfinger," "Cheyenne Autumn," and "Sex And The Single Girl," combined with big biz for other holiday shows including "My Fair Lady" and "Father Goose" to give Broadway houses their traditional Christmas present.

"FATHER GOOSE" (U). Radio City Music Hall reported a Thurs. through Sunday box-office of \$140,000, with usual stage show. Third week totals were expected to reach a record \$235,000.

"GOLDFINGER" (UA). DeMille expected a new record of \$116,000 for the James Bond thriller, playing round the clock for the holiday crowds.

"MEDITERRANEAN HOLIDAY" (Continental). Warner claimed a second week total of \$39,000.

"THE PLEASURE SEEKERS" (20th-Fox). Loew's State claimed a holiday opener of \$30,000.

"CHEYENNE AUTUMN" (WB). The first week total at Loew's Capitol could reach \$69,000, on a 17 performance, reserved seat basis.

"KISS ME STUPID" (UA). Astor claimed an opening week of \$28,000.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA). Opening week at the Victoria was \$28,000.

"MY FAIR LADY" (WB). Criterion holiday prices for 14 performances in 10th week produced a \$81,709 smasher for "Lady."

"SEX AND THE SINGLE GIRL" (WB). Rivoli opener was \$37,000 for strong bow.

"SEND ME NO FLOWERS" and "TAGGART" (U). Palace claimed an opener of \$25,000.

### "Mafioso" Tops IFIDA List

NEW YORK—"Mafioso," a Zenith International release, has been named the winner of the Joseph Burstyn Award for the best foreign language motion picture of 1964, it was announced by the Independent Film Importers and Distributors of America.

The IFIDA award for the best foreign feature in the English language was won by "Seance On A Wet Afternoon," an Artixo release. Joseph Losey received the IFIDA award as best director for "The Servant," distributed by the Landau Company; Marcello Mastroianni was chosen best actor for his work in "The Organizer," released by Continental Distributing Co., a division of Walter Reade-Sterling; Kim Stanley won IFIDA's best actress award for her work in "Seance." The Edward Kingsley Award for best short subject was won by "The Hat," a Walter Reade-Sterling release.

Awards will be presented at the IFIDA International Film Awards Dinner-Dance at the Hotel Americana in New York City on Jan. 19.

### NGC Gets CATV Firm

LOS ANGELES—Williamsport Cable Co., a community antenna television subsidiary of National General Corp., has acquired Lycoming TV Cable Corp. of Williamsport, Penn.



# Exhibits Book Fox Pinch-Hitter

## Martin Construction Boom Brightens Atlanta Scene

ATLANTA—Atlanta's "dual" motion picture theatre, Martin's Cinema 1 and Cinema 2, is scheduled to be unveiled Jan. 21.

These two theatres with a common lobby and one counter type box-office, but separate foyers, are being rushed to completion by the Columbia-based Martin Circuit. E. D. Martin is president.

These two film playhouses are located in the West Gate Shopping Center, now under construction. Cinema 1 will have 800 seats, and Cinema 2 will be a 700-seater.

Also scheduled to open Jan. 21 is Martin's 900-seat house at East Gate, located in Suburban Shopping Center.

These theatres are just three of 11 conventional theatres and two drive-ins the chain is planning to locate in the Atlanta metropolitan area in 1965.

Steelwork is in place for the Village Theatre in the Briarcliff Shopping Center. It will be the same as the East Gate. Also under construction is the Georgia, deluxe 1,000 seater equipped to show pictures in all processes, including Cinerama. Entrance to this theatre will be via a bridge over a water-filled pool that extends from the front of the building to the inside. Completing the "compass circuit" will be the north Gate (Sandy Springs) and South Gate (Mountain View) theatres, for which land already has been acquired.

A suite has been bought on the Perimeter Highway for a conventional Martin theatre to be built at Doreville, Ga., and land has been purchased on the Marietta Four-Lane for two deluxe drive-ins, one of which will be "twin."

All of the new four-wall theatre will be equipped with Vista Vue screens, a new concept in motion picture presentation without masking at the sides and top. This eliminates the black border around the picture and presents a panorama view which blends smoothly with the auditorium interior.

There will be no doormen in these theatres. Patrons will purchase tokens at the boxoffice and enter the auditorium through turnstiles, thus speeding up the flow into the theatre.

## UA Appoints Chasman English Production Exec

NEW YORK—Arthur B. Krim, president of United Artists, announced the appointment of David Chasman as United Artists production executive in the United Kingdom, effective Jan. 1. He replaces George Ornstein, who resigned.

Chasman, currently executive assistant to UA vice-president David V. Picker, joined UA in 1960 as advertising manager. He was later appointed executive director of advertising.

## Theft From 16mm Dealer Brings Quick Police Action

LOS ANGELES—Investigation by the Hollywood Detective Division of the Los Angeles Police Department, following a report of a substantial theft of films from an authorized 16mm. dealer in that city, led to the arrest of one Ken Kramer, and the obtaining by police from him at his apartment in Sherman Oaks of some 34 feature prints in 16mm. and two features in 35mm.

Of the features in 16mm. obtained from Kramer and now in possession of the authorities, 17 are Universal releases, six Walt Disney, five 20th Century-Fox, one Paramount, and one Columbia. The two features in 35mm involve one United Artists release and one Walt Disney release.

A motion by Kramer's counsel to dismiss the five-count complaint against him was heard before Judge Herbert V. Walker in Superior Court, County of Los Angeles. The motion to dismiss was denied as to counts two and three charging receiving of stolen property and count five charging grand theft, and sustained as to counts one and three charging burglary.

Kramer, who is presently free on bail, was to be arraigned in the Calendar Court on Dec. 23 on the above three counts which were sustained.

## "Pleasure Seekers" Set As "Goldfarb" Substitute In Many Theatres; Others Seek Features Elsewhere

NEW YORK—Because 20th Century-Fox hasn't been able to get enough prints of "The Pleasure Seekers," the picture the company is offering as a substitute for "John Goldfarb, Please Come Home," approximately 30 of the 50 theatres in the New York exchange area scheduled to show the latter film during the Christmas holidays were looking to other companies to supply them with substitute film.

Of the 50 theatres affected, only four Suffolk County houses and 16 of the 17 "Showcase" houses in the New York metropolitan area will be showing "The Pleasure Seekers."

The same situation, it was indicated, applied in other exchange areas around the country.

Ads for "The Pleasure Seekers" appeared in newspapers of Dec. 21 and, in most cases, Sunday ads for "Goldfarb" were removed in time. The New York Times, however, which prints its Sunday entertainment section considerably in advance, carried a half-page ad on "Goldfarb." Its news section printed a one-paragraph explanation that "The Pleasure Seekers" would be substituted.

New York Supreme Court Judge Bernard Botein of the Appellate Division, at the urging of the film company, increased the amount of the bond that Notre Dame is required to put up from the originally posted \$10,000 to \$100,000.

With the Fox appeal scheduled to be heard Jan. 5, the story has caught the imagination of the nation's press and public, resulting in a ready-made audience for the picture should the film company's appeal be successful.

## Century Elects Officers

NEW YORK—Leslie R. Schwartz, president of Century Theatres, announced the election by the board of directors of the following officers for the coming year:

Henry C. Miner, Jr., chairman of the board; Leslie R. Schwartz, president; Martin H. Newman, vice-president and treasurer; Joseph G. Wickham, secretary; Charles W. Call, Walter E. Dunn, Allen A. Grant, Harold H. Newman, and Sylvan Schein, assistant vice-presidents; Leon Greenberg, assistant treasurer; and Ruth B. Gronert and Arthur Blume, assistant secretaries.

## Gelsey To Para. Studio

HOLLYWOOD — Erwin Gelsey has been signed by Howard W. Koch, Paramount vice-president and studio and production head, as story editor of Paramount Studio. Gelsey will function under Ken Evans, recently appointed by Koch as executive assistant directly responsible for stories and new properties.



MGM president Robert H. O'Brien, left, accompanied by MGM International president Maurice R. Silverstein, right, visits the Paris set of "Lady L," where they are welcomed by stars Paul Newman and Sophia Loren and producer Carlo Ponti.



# Storm Brews Over N. Y. Capitol Hill As Regents Propose Classification

ALBANY—A storm may break over Capitol Hill on the proposal by the Board of Regents for amendments to the Education Law providing classification of motion pictures exhibited to minors under the age of 16, in the State of New York.

The bill is described as "voluntary" and "optional." Film house owners would not be required to obtain a classification certificate. However, drafters of the measure think "the advantage of obtaining a certificate will be such that the owners will see it, and the law will be self-enforcing."

Dr. Charles A. Brind, Jr., counsel for Regents and State Education Department, offered this explanation in a memorandum to Commissioner James E. Allen, Jr, after newsmen had showered Dr. Brind, Dr. Allen, associate commissioner Hugh M. Flick (a former director of the Department's Motion Picture Division), and Regents' Chancellor Edgar W. Couper with questions on the objectives, the provisions, and the modus operandi of its enforcement.

A half-hour of the press conference was devoted to interrogations and replies on the problems raised and the solutions envisaged.

Dr. Allen asked Dr. Brind to prepare a statement clarifying the legal points the latter had made in the give-and-take. This was made available to reporters, so that their stories on an admittedly involved, and sometimes puzzling, subject would be accurate.

Counsel Brind wrote: "Our fundamental reason for this (not requiring every motion picture owner to obtain a classification certificate) was that as long as the statute was optional, there seems to be little fear of it being attacked as unconstitutional. I point out that its optional character arises because there are two sections in the law: one having to do with the submission of a motion picture for license, and the other having to do with the submission for classification. These sections are followed by a provision which says that no picture can be shown without a license. There is no similar provision in respect to classification. Consequently, no motion picture theatre owner either holding a license or seeking one needs to obtain a classification certificate, if he does not wish to do so.

"Under the present terms of the Penal Law, no child under 16 may be admitted to a theatre without being accompanied by a parent or guardian. There is no exception in the Penal Law. There are certain exceptions in the General Municipal Law permitting the officials of certain localities to make arrangements to protect a child who comes into a theatre unaccompanied, by an adult, that is, for this to take place notwithstanding the provisions of the Penal Law."

The Regents' bill takes as its practical base the plan long followed in New York City. The metropolis was exempted from the General Municipal Law, which covers cities of "not more than one million population," an informant stated.

Proposed state-wide measure reads: "The admission of a minor over the age of eight or under the age of 16 years to a theatre, when such minor is unaccompanied by a parent, guardian, or adult person authorized by his parent or guardian, shall not be deemed a violation of the Penal Law, provided:

## "Parisien" Grammatical Spoof Ain't No Boxoffice Goof

DETROIT—In the Physical Theatre section of the Dec. 16 issue, it was noted that the new La Parisien Theatre was improperly named. It should have been "Le Parisien" (masculine) or "La Parisienne" (feminine).

Charles Shafer, who with his brother Martin built and operates the house, was asked, "How come such a goof?"

We were not alone in noticing the grammatical error. Ever since the sign has been in place, there have been letters and phone calls with others asking the "How come?"

The explanation is that the sign was installed "La Parisienne." Promptly came a call from the Highway Department that the sign stuck out too far over the road. Expense aside, opening day was upon the Shafers.

So, in the interest of expedient haste, they cut off the last two letters!

Now, they plan to do nothing about it. The interest it has generated and the continuing mail result in publicity which has convinced them to leave things just as they are.

"a. That all films which are to be exhibited have been licensed and have been classified as acceptable for exhibition to minors under the age of 16 under the provisions of this (new) article.

"b. That a separate section of seats shall be set aside on the main or orchestra floor by the owner, operator, or management of such theatre and used exclusively for such minors, to which adults shall not be admitted.

"c. A seat in such section shall be provided for every such minor admitted to the theatre.

"d. Such minor shall not be admitted to such a theatre during the time when school classes are in session in the school district in which such theatre is located.

"e. One matron and such other assistants as may be required by rules and regulations of the regents shall be provided by the owner, operator, or management of such theatre for the supervision of such minors. The qualifications of such matrons and assistants shall be prescribed by rules and regulations of the Regents.

"f. Any other condition or limitation is met which may be prescribed by rules and regulations of the regents."

The act would take effect July 1, 1965.

Dr. Brind concluded his memorandum with the comment: "It is expected that those persons owning pictures who would like to open the theatre for the admission of children without the interference of the Penal Law will apply for a certificate (of classification). Parents will be educated to understand that if a picture does not have the certificate, there is a serious question whether it is proper for children. In other words, we think that the advantage of getting a certificate will be such that the owners will seek it and the law will be self-enforcing. Otherwise, the only way that these children could

## Nebraska Tent, Foundation Sponsor Sunshine Coach

OMAHA—The efforts of Variety Club in Nebraska, dedicated to the service of unfortunate, underprivileged, and handicapped children, has for years gone without public fanfare but with notable achievements. But no great work with unselfish and meritorious purpose ever goes without notice, as was evidenced when Edward Shafton, an officer of Variety Clubs International and member of Variety Club, Tent 16, Nebraska, asked the Eugene C. Eppley Foundation of Omaha to help with the sponsorship of a "Variety Sunshine Coach"—a 20-passenger motorized coach used to transport needy children from their homes and hospitals to tours and outings in an area within 100 miles of the Omaha city limits. The request became a reality when the Eugene C. Eppley Foundation granted Variety Club in Nebraska a gift of \$10,000. Variety Club will maintain the title to the coach, pay all expenses in connection with its operation, and furnish a driver.

In recognizing the new program to serve the Nebraska community, Edward Shafton stated, "The Eugene C. Eppley Foundation by their generous gift to Variety has not only provided a much needed program for handicapped children but has truly led the way to inspire others toward even greater recognition of their community needs."

Variety members in both Omaha and Lincoln, Neb., as a result of the Foundation gift, have teamed up to make possible the second "Sunshine Coach" to serve needy children in the Lincoln area.

Ralph W. Pries, chairman of the Variety Clubs International Sunshine Coach program, said in receiving word of this latest development, "When men take time from their busy lives to stand outside in below zero weather to proudly solicit the members of their communities in good works, what greater moment to know that Variety Clubs International is the heart of show business that helps needy children and truly one of the greatest children's charity organizations in the world today?"

A telegram from London, England, signed by James Carreras, chief barker of Variety Clubs International, read, "This is truly a proud achievement for the members of Variety Clubs everywhere, for the children of the world we serve, and for the Eugene C. Eppley Foundation who have all joined hands to faithfully and unselfishly serve mankind."


be admitted would be in those places where the local authorities set up the exceptions under the General Business Law."

Dr. Flick thought, as did the Regents, who had made three statements within as many years on the difficult position they found themselves facing, due to court decisions limiting the refusal of a Seal to "obscenity" or "hard core pornography"—that the bill would help to "protect youth."

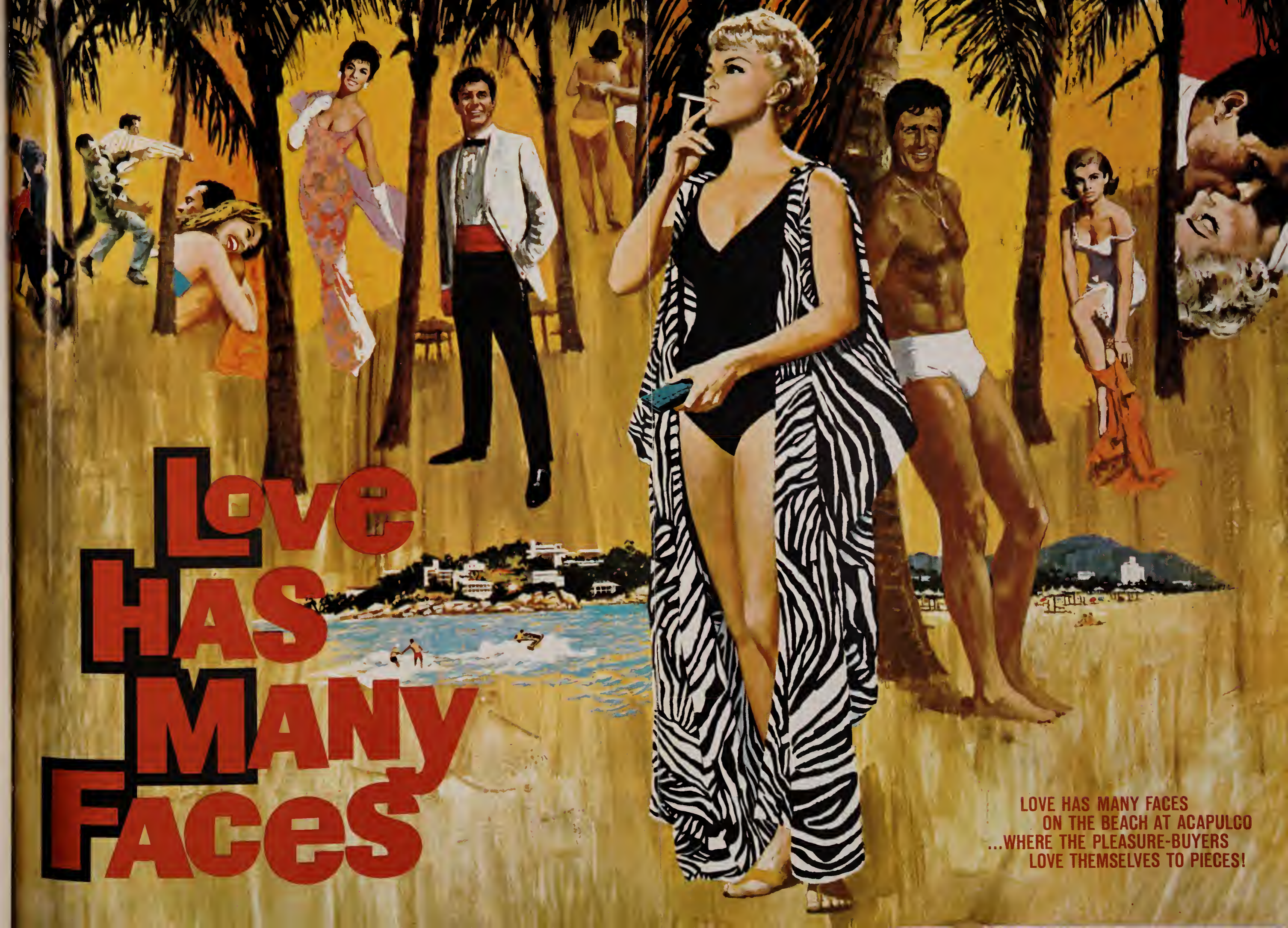
The Regents, in a pronouncement issued as the draft of measure was released, declared: "We believe the mere prevention of the public exhibition of films portraying downright pornography does not discharge the full obligations of the Regents for preserving and enhancing moral and spiritual values in all educational matters. It is their responsibility, also, to foster the development of those cultural conditions under which young people can commit themselves to enduring moral and spiritual values and thus can best fulfill their potentialities as free, responsible citizens."



**DON'T  
GET  
LEFT  
OUT  
IN  
THE  
COLD  
THIS  
FEBRUARY  
... BOOK**

**THE HOT ONE...FROM  COLUMBIA!**





# Love HAS MANY FACES

LOVE HAS MANY FACES  
ON THE BEACH AT ACAPULCO  
...WHERE THE PLEASURE-BUYERS  
LOVE THEMSELVES TO PIECES!



THE **HOT** ONE HAS EVERYTHING AUDIENCES ARE BURNING TO SEE!

THE BIG, BLAZING STORY OF TODAY!

THE SIZZLING STAR-NAME EXCITEMENT!

THE MOST TALKED-ABOUT SPOT IN THE WORLD TODAY...TORRID ACAPULCO!

ACADEMY AWARD WINNER EDITH HEAD'S MILLION DOLLAR WARDROBE!

THE HOT NEW TITLE SONG HIT SUNG BY SULTRY NANCY WILSON!

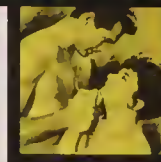
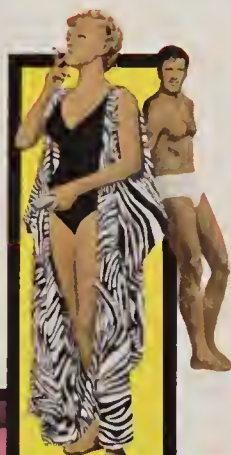
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LANA TURNER'S  
MILLION-DOLLAR WARDROBE  
BY EDITH HEAD

in **Love  
HAS  
MANY  
FACES**

ACAPULCO COLOR



RUTH  
**ROMAN**

Co-starring

VIRGINIA GREY · RON HUSMANN

Written by MARGUERITE ROBERTS

Music by DAVID RAKSIN

Produced by JERRY BRESLER

Also  
Co-starring

STEFANIE  
**POWERS**

as  
"The Outsider"

Directed by ALEXANDER SINGER

Hear the  
Title Song Hit  
by NANCY WILSON

DON'T GET LEFT OUT IN THE COLD THIS FEBRUARY...

BOOK THE **HOT** ONE...from **COLUMBIA**







## Disney's "Calloways" Marks 338th Film For Steiner

BURBANK, CALIF.—Max Steiner is among the most renowned motion picture composers in Hollywood. His first picture for Walt Disney, "Those Calloways," marks his 338th feature assignment.

During his long and successful career, Steiner has won three Academy Awards: "The Informer" in 1935; "Now Voyager" in 1943; and "Since You Went Away" in 1945, and has received the Bronze Medal by the King of Belgium at the Cinema Exhibition in Brussels in 1936 and the World Cinema Congress Medal in Venice the same year. He was also awarded the Golden Globe by the Hollywood Foreign Press Correspondents for his original score in "Life With Father," and a Vienna Festival Statuette for his original score in "Treasure of Sierra Madre."

Born and raised in Vienna, the son of famous composer Gabor Steiner, Max was a part of the gay, musical Vienna around the turn of the century. He composed and conducted his first operetta, "The Beautiful Greek Girl," at the Orpheum theatre there in 1902, when he was only 14. Two years later, he toured England as a composer-conductor, and later went to Paris to conduct at the famed Alhambra Theatre.

The young musician was invited to the United States in 1914 by Lorenz Ziegfeld, for whom he conducted many musical shows in New York and on tour. In 1929, he went to Hollywood to become musical director for R.K.O., then several years later, to Selznick International, where he wrote and conducted the music for such films as "Gone With the Wind," "The Garden of Allah," and "A Star is Born."

From there, Steiner went to Warner Brothers, where he composed the music for such outstanding hits as "Johnny Belinda," "Key Largo," "The Fountainhead," "Caged," "The Glass Menagerie," "Come Fill the Cup," "Young Man with a Horn," "White Heat," "So This is Love," "Battle Cry," "The Searchers," "Darby's Rangers," "Marjorie Morningstar," "A Summer Place," "Youngblood Hawke," and scores of others.

Steiner's hobbies are building model boats and collecting guns. He became a naturalized citizen in 1920.

# National Board Honors To "Becket"; Quinn, Stanley, Evans Top Players

## ITOO Takes Second Look At Drive-In Car Wash

COLUMBUS, O.—Establishment of 25-cent car washes in drive-ins may not be as profitable as first supposed, said Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, in a bulletin to Ohio exhibitors.

"We have done considerable checking," said Prickett, "and found it may not be a particularly attractive venture. Cost per bay is about \$4200. Most installations are four, six, or eight bays. Based on 90 days of operation, the operators have concluded that they will be lucky to pay out in eight years from cash flow after income tax, but before interest. This presents a considerably different picture, and we suggest a very thorough study by any of our members prior to engaging in this venture."

## Schaffs Sponsor Rogers' Room

NEW YORK—George Schaff, for many years an electrician at the Plymouth, New York, and a member of IATSE Local 1 and at one time a production manager for the late Arthur Hopkins, and his wife, Germaine, have become sponsors of a room at the Will Rogers Memorial Hospital in a unique gesture of this kind.

Schaff and his wife have personally pledged \$2,000 a year toward the support of this room which will become known as the "George and Germaine Schaff Room" and which will bear a special plaque.

## S.R.O. For "Fair Lady"

NEW YORK—The Warner Bros. motion picture production of "My Fair Lady" celebrated its 100th performance at the Criterion Theatre Saturday, and there has not been a vacant seat at any performance since the gala world premiere on Oct. 21.

With the 100th performance, a total of 154,000 persons had seen the hit film at the Criterion.

NEW YORK—"Becket," a cinematic attempt to re-create a 12th century conflict between church and state which had an outcome that still affects western civilization, has been chosen as the best motion picture of 1964 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures, the public organization which, 44 years ago, inaugurated the practise of selecting the best motion pictures of the year.

In announcing the choice, Henry Hart, chairman of the committee, said that although "Becket" takes liberties with history and errs seriously in its characterizations of Becket and Henry II, "it is such an outstanding example of the re-creation of the mise-en-scene of past time as to prove anew that the motion picture is the most effective art form of the 20th century."

The National Board of Review's list of 1964's 10 best English-language films follows:

1) "Becket"; 2) "My Fair Lady"; 3) "Girl with Green Eyes"; 4) "The World of Henry Orient"; 5) "Zorba the Greek"; 6) "Topkapi"; 7) "The Chalk Garden"; 8) "The Finest Hours"; 9) "Four Days in November"; 10) "Seance on a Wet Afternoon."

The National Board chose "World Without Sun" as the best foreign-language film shown in the U. S. during 1964. Its other choices for 1964's best foreign-language pictures: 2) "The Organizer"; 3) "Anatomy of a Marriage"; 4) "Seduced and Abandoned"; 5) "Yesterday, Today and Tomorrow."

Desmond Davis was voted the best director of the year for "Girl with Green Eyes."

Kim Stanley was chosen the best actress of the year for her performance in "Seance on a Wet Afternoon."

Anthony Quinn was named the best actor of the year for his performance in "Zorba the Greek."

Edith Evans was voted the best supporting actress for her performance in "The Chalk Garden."

## New Legit For Levine

NEW YORK—A new, full-length version of Arthur Miller's "A View From the Bridge" will be seen in New York for the first time when co-producers Ulu Grosbard, Joseph E. Levine, Gabriel Katzka, and Gustave Berne bring it to the Sheridan Square Playhouse for an engagement beginning Jan. 28. A series of previews preceding the opening will start on Tuesday, January 19.

This marks the second production, following the Eugene O'Neill play, "Hughie," in which Katzka and Berne are associated with Levine, president of Embassy Pictures.

## Carreras To America

LONDON—International Chief Barker Jim Carreras will fly to America on Jan. 6 for the mid-winter meeting of VCI's executive officers when plans for 1965 will be discussed. He will then visit Philadelphia, Baltimore, Detroit, Atlanta, Miami, New Orleans, Dallas, and Mexico City to attend the induction ceremonies for the new crews. In each town, Col. Carreras hopes to instill local enthusiasm in Variety and boost the Sunshine Coach scheme to promote one of these specially equipped vehicles for each American Tent by the end of the year. Britain's 24th was handed over at the December luncheon.



Nathan Kroll, second from right, who created and produced "The Guns Of August" for Universal release, relates the difficulties he encountered in assembling the material to the trade press at a luncheon in New York. Margaret G. Twyman, director of community relations department of the Motion Picture Association, is seen at his right; and Philip Gerard, Universal's eastern advertising and publicity director, and Paul Kamey, eastern publicity manager, are on the left.



# Sochin Too Marks 46th Anniversary- 46 Days As Rizzoli V-P, Sales Head

By IRVING SOCHIN

MY CONGRATULATIONS to MOTION PICTURE EXHIBITOR on this, your 46th anniversary.

I am also celebrating an anniversary—and a 46th one at that. My 46th day as vice-president, general sales manager of Rizzoli Film Distributors, Inc.

The name "Rizzoli," though it might be new for the United States, is well entrenched and established in Italy. Mr. Rizzoli has such outstanding successes as "La Dolce Vita," "Mondo Cane," and Fellini's "8½," just to mention three of many, many pictures. In the past, Mr. Rizzoli elected to distribute his pictures in the United States through various distributors. Now, with the proven acceptance of Italian pictures by American audiences and with more and more Italian money being invested in production, Mr. Rizzoli would like to have his own distribution organization, so that he can distribute pictures directly and also keep a closer feel on the pulse of the American public.

As far as my personal feelings are concerned, I am most grateful to Mr. Rizzoli to have been given this grand opportunity to inaugurate the new Rizzoli Film Distributors. No longer can we preface our acceptance speeches by saying this is a challenge, as there is no challenge involved in distributing the pictures that I have already seen and pictures which I know will be delivered for the future. Among my first releases, "Mondo Pazzo" needs no introduction other than to say it's a fellow up on "Mondo Cane" by the same producers, directors, camera men, writers, and so forth.

Remember the song "More" from "Mondo Cane," which went on eventually to become an Academy Award nominee and is now considered among the old time standards in the music field? We have what we hope will be another Academy Award song in "I'll Set My Love To Music," which appears and is played in "Mondo Pazzo."

"White Voices," another of our first three releases, is destined to become known as the Italian "Tom Jones." I say the Italian "Tom Jones" because of the very few American reviswers who have seen this picture in Italy, each of them has referred to the "Tom Jones" quality which this picture has. "White Voices" is beautifully mounted in CinemaScope and Technicolor, and has some outstanding Italian beauties to justify the gorgeous Technicolor and CinemaScope.

"White Voices" deals with the Italian male sopranos of the 17th century who were called "Castrati." From these castrati, and one in particular, comes a typical "Tom Jones" comedy.

Last but not least is one of the most important productions released in Europe for all of 1964. Michelangelo Antonioni's "Red Desert," which won the "Gold Lion" at the Venice Film Festival. This is Antonioni's first venture into color and we believe that you will see the most unusual and rare usage of Technicolor as a dramatic factor ever used on the screen.

Coming up for fall release we have pictures by Fellini, who received an Academy Award for "8½," and a new one entitled "Africa Addio," done by Jacopetti, who did such a masterful job in "Mondo Cane."

## 7-Arts Slates 20 For Release In '65

NEW YORK—Seven Arts Pictures, new and vibrant distributing division of Seven Arts Productions, is looking forward to 1965, the first full year of operation, when it will put into release some 20 full-length features.

Seven Arts, which began distribution in late 1964 with "The Curse Of Frankenstein" and "The Horror Of Dracula," and the Elke Sommer starrer, "Why Bother To Knock," now has ready for release "The Crooked Road"; "The Wild Affair," starring Nancy Kwan and Terry-Thomas; "Taxi For Tobruk," starring Charles Aznavour; and "Symphony For A Massacre." Also in production in Paris is "The Sleeping Car Murders," starring Yves Montand and Simone Signoret.

Seven Arts Pictures' sales force is headed by Harry Goldstone, Harry Fellerman, and Sam Sigman.

## Cinema Frat Honors Three

LOS ANGELES—Actress Rosalind Russell and directors Norman Taurog and Robert Wise will be honored at the 27th anniversary dinner of Delta Kappa Alpha, national honorary cinema fraternity, Feb. 7 in USC's Town and Gown.

The three will be cited for their contributions to the world of motion pictures and will be made honorary members of DKA, which was founded on the USC campus.

Other film notables who have been honored in recent years include Gloria Swanson, Charles Brackett, Jack Lemmon, Billy Wilder, Adolph Zukor, George Cukor, Harold Lloyd, Mary Pickford, and Jack Warner.

## Blumberg Resigns WB Post

NEW YORK—Al Blumberg, Warner Bros., New York branch manager, has announced his resignation. His future plans will be made public shortly.



Columbia Pictures field and home office sales executives were recently called together by Columbia vice-president and general sales manager Rube Jackter at New York's Drake Hotel to discuss the sales policy on "Lord Jim" and other Columbia 1965 releases. Left to right are Sidney Singerman, Nat Goldblatt, Gene Margolis, Jerry Safron, Milt Goodman, assistant general sales manager, Harvey Harnick, Marv Kutner, Milt Zimmerman, Sam Galanty, Jack Judd, Saul Trauner, Jackter, Vincent Borrelli, Carl Shalit, Harry Rogovin, Harry Weiner, Jerry Pickman, Norman Jackter, Don Rothenberg, Ben Marcus, and Don Weissman.

## Durham, N. C., Grand Jury Concentrates On Obscenity

DURHAM, N. C. — The Durham County Grand Jury, which recently urged that necessary action be taken to curb the showing of obscene motion pictures, was called back into special session and told by Superior Court Judge E. Maurice Braswell that the U. S. Supreme Court has held that "sex and obscenity are not synonymous."

Judge Braswell said that North Carolina state statutes declare something to be obscene "if it defines a shameful or morbid interest in sex or nudity and if it goes beyond the customary limit of presentation."

He recalled a 1951 case stemming from a Chicago theatre owner's refusal to submit his planned movies to a "screening" committee prior to showing them to the public. He said the high court said in that case that "there is no absolute freedom to show all movies . . . obscenity is not within the constitutionally protected rights of free speech."

Judge Braswell in his charge further stated that the "character of the audience and the film's predominant appeal to the average person are to be considered in determining what is and what is not obscene."

"In review of your comprehensive report, I want to tell you," the judge said, "that it is very heartwarming to know you are concerned, and that you wish to awaken the public about certain matters. People should always be concerned about the moral climate of their community."

## Technicolor Diversifies

NEW YORK—In keeping with its plans for further diversification and growth in the incentive merchandising field, Melvin H. Jacobs, president and chief executive officer of Technicolor Inc. announced his company has acquired all of the stock of Creative Merchandising, Inc. of Denver, Colorado. The stock was acquired from the owners, Philip A. Koller and O. Dale Wright for an undisclosed amount of Technicolor Inc. stock.

In making the announcement, Jacobs, Koller and Wright pointed out that the acquisition will enable Creative Merchandising, Inc. to expand in the field they are presently servicing.

The acquisition is also in keeping with the diversification program at Technicolor Inc.



# "DEAR HEART" has opened in L.A.

## Dear Mr. Exhibitor: Please read this review.

Bob Thomas, Hollywood (AP)

### 'Dear Heart': Another 'Marty'?

By BOB THOMAS  
HOLLYWOOD (AP) — New  
Movie—

Evie Jackson is the kind of a woman who knows everyone in her car by the time she gets off the train. She telephones welcome messages to be delivered to herself, so people at the hotel won't think she's lonely. She knows every bellboy by name and has herself paged in the lobby.

She is a smalltown postmaster—she prefers the title to postmistress, which sounds racy to her. In New York on a convention, she strives desperately to involve herself with other people's lives and to avoid the clutches of three old-maid harpies who want her in their bridge-and-gossip matches. But she also tries to avoid the trap of another convention idyll with a handsome married man.

#### LONELY CROWD

Evie Jackson is one of the world's lonely crowd. She is portrayed brilliantly by Geraldine Page in a fine new film bearing the innocuous title of "Dear Heart." The original title, "The Out-of-Towners," seems more fitting, but Warner Brothers apparently made the switch to cash in on the haunting title theme written by Henry Mancini and Livingston-Evans.

"Dear Heart" by any name seems to be the most promising sleeper since "Marty," which it resembles. Not that "Dear Heart" was made on a shoestring; it is a production throughout. But it qualifies for classification as a sleeper, defined as an unheralded film that

far exceeds ordinary expectations.

What makes it so good? In the beginning it was a script by Tad Mosel which is human without being sentimental. It tells parallel stories of Evie Jackson, the busybody who admits she "goes on too long," and Harry Mork, the greeting-card salesman who has been promoted to a New York job and plans to marry an Altoona, Pa., widow. Inevitably, the destinies of Evie and Harry converge.

Producer of "Dear Heart" is Martin Manulis, making an impressive debut in films after a distinguished career in television ("Playhouse 90"). The director is Delbert Mann, who continues the skill he showed

with "Marty," which won him an Oscar.

Geraldine Page has won academy nominations for three of her four previous films ("Hondo," "Summer and Smoke," "Sweet Bird of Youth,") and she is likely to make it four out of five with her Evie Jackson.

Glenn Ford makes the most of his role as the romantically confused salesman, providing as convincing a performance as he has given in years. He is an actor of more insight and sensitivity than he has been given credit for.

The rest of the cast performs ably, especially Angela Lansbury as Ford's too-understanding fiancée, and Michael Anderson, Jr. as her kookie son.



# and this review...

Los Angeles Herald-Examiner

## **POIGNANT LOVE STORY**

### **'Dear Heart' Beats Strongly**

By JOHN G. HOUSER

There are some pictures, like people, with character and purpose that makes them much more important than their seeming simplicity. Such a movie is "Dear Heart," poignant, warm-hearted, thoroughly entertaining and sheer screen delight. "Dear Heart" is currently in exclusive screen run at the Hollywood Paramount Theater and stars Glenn Ford and Geraldine Page.

It is a tender love story that has been fashioned with delicate, loving care to wring out the moments of pathos; to have the intermittent bits of humor, in dialogue and characters, appear natural. It has admirably combined all the elements of good picture making into a film that touches the heart, the mind and sometimes the funnybone.

Geraldine Page is the

central figure as a small town postmistress who comes to New York for the annual postmasters' convention. She meets Glenn Ford, a greeting card salesman who has been promoted and who is engaged to be married to a widow, Angela Lansbury, who has an 18-year-old son, Michael Anderson.

Miss Page is outgoing, friendly and so well-meaning that she makes people embarrassed by her frankness, although her remarks are well-intentioned. She calls herself a "postmaster" instead of "postmistress" because the latter sounds "spicy."

Although Miss Page and Ford are registered at the same hotel, there are the obvious, (but natural) coincidental meetings between the two until a relationship is formed and Ford is drawn to her by simplicity, her contrast to other women, and to her way of life where she sees people and things in perspective and with kindness.

Conflict between the two is provided by Ford's engagement to Miss Lansbury, her kookie son, who keeps moving in (with a girl friend) into Ford's hotel room and later in an apartment he has leased, and, ultimately, by the actions and statements of Miss Lansbury.

There are numerous scenes that reflect the humor and the touching sadness of spinsters and married men at an out-of-town convention. Some are wistful and beautifully delineated in character and dialogue while others are laugh-getters. Miss Page captures the loveliness of a single woman who yearns for true love, not a love affair.

Produced by Martin Manulis and superbly knowingly directed by Delbert Mann who brings out the brilliance of his characters with a soft, rather than hard touch, "Dear Heart" also shines with sharp lines by screenwriter Tad Mosel. He has also drawn his characters sharply, provided them with uncluttered dialogue that makes an impact in its subtle way, or hits hard when emotion surges to the surface.

Of special enjoyment is the musical score by Henry Mancini, and the title tune, music by Mancini with lyrics by Jay Livingston and Ray Evans. It is a hauntingly beautiful, melodic tune that fits the picture perfectly.

Supporting roles are deftly handled, including bright spots by Richard Deacon, Patricia Barry, Neva Patterson and Alice Pearce.



# and these reviews...

Los Angeles Times

Citizens-News

## 'Dear Heart' Funny and Touching Film

Geraldine Page Delightful

BY PHILIP K. SCHEUER

Times Motion Picture Editor

"Dear Heart," a Warner release, has been rushed into a local theater—the Hollywood Paramount—in order to qualify for Academy Award consideration, and should receive it. For Hollywood in these days it is quite unusual: a sophisticated comedy, mainly about sex, that is not ashamed to be even a little naive at the same time, or to hint that people have hearts.

I suspect we owe a great deal to Delbert Mann, the director also of "Marty" and "Bachelor Party," which "Dear Heart" recalls. As it recalls, too, "Two for the Seesaw" and, if you want to go back a couple of decades, that Vincente Minnelli gem called "The Clock."

For what it is mainly about are displaced persons, lonely for love in a big city.

### Sophistication All on Surface

It doesn't start off like much—Glenn Ford arriving for a promotion as a greeting-card salesman, Geraldine Page arriving to attend a post-masters' convention ("Postmistress," she says primly, "sounds a bit raucy.") At first—what with the elliptical dialogue and the wacky character touches—I feared I was in for another couple of hours of the kind of empty amicable nonsense that Universal, say, turns out with clocklike regularity, usually in the company of Doris Day, Rock Hudson, Tony Randall, et al.

Gradually, however, a deeper dimension makes itself felt. For all their outward sophistication, these people fall into the awkward stances of the inwardly unsure. While some of their lines are shockingly frank, they are also true to the occasion. And funny—but also revealing. Writer Mosel and director Mann don't always bring off precisely the effect they probably intended, but the average is high. And suddenly you find yourself caring about their people.

Miss Page plays Evie Jackson, the postmaster from a small town. She's a kook who wants to help everybody, but the minute anybody lets her, she moves in and takes over. So, rebuffed, she feels frustrated, though never for long. What she really needs is a man—and it looks as if Ford is he. Only Ford doesn't know it; in fact, he is already engaged to Angela Lansbury, a determined widow from Altoona who has a beatnik son (Michael Anderson Jr.) who in turn has a chick named Emile Zola Bernkrand (Joanna Crawford).

There is a wonderful assortment of other types, many of them attending the convention, and Mann has photographed them in moments of truth like those of "Marty" and "Bachelor Party." Outstanding is Barbara Nichols as a bored but brassy magazine-counter salesgirl on the make.

### Miss Page Splendid as Evie

Most splendid of all is Miss Page as the contradictory Evie—all outgoing, yet with the reserve of the spinster and the easy capacity to be hurt. Ford has divested himself of his old stumbling, stammering mannerism and still managed to convey the fellow's bewilderment, more subtly. And Miss Lansbury is, as always, the shrew superb.

Mann has kept his tempo spirited despite confinement of the action to two hotels, a Greenwich Village apartment and the Penn Station. The production is credited to Martin Manulis.

## RARE ENTERTAINMENT

## Oscar Attention For 'Dear Heart'

By NADINE M. EDWARDS

One of the most delightfully humorous, poignantly tender and beautifully acted films of the year — a picture which is bound to rate Oscar attention — is currently on exclusive view at the Paramount Theater, Hollywood. It is Martin Manulis' production of "Dear Heart," a Warner Bros. release adapted by Tad Mosel from his own story.

Few pictures have the enchantment and warmth of this black and white screenfare. Few, if any, can compare with its quality for exposing human frailties, while building character at the same time. Mostly, however, there is about this film an essence of courage — the ability to laugh when there is a tear in the heart; plus the ability to face one's self honestly, when such exposure is oftentimes deeply cruel.

A rare blend of adult emotions — sophistication combined with a homespun quality — "Dear Heart" is the story of a small town postmistress, a lonely, rather plain looking spinster who has gone through life seeking and searching for something more than just the emptiness of overnight love and fleeting passions.

A gentle, compassionate woman who often unwittingly covers her inner beauty with a loquacious air of nonsensical prattle, she nonetheless commands the attention and respect of her co-workers and the many people with whom she comes in contact. And in this instance, these people are

fellow postmasters at a convention in New York, plus another hotel occupant — a greeting card sales manager who is just a few days away from marriage to a widow who has a 17-year-old son.

Primarily then, these are the basic ingredients of "Dear Heart." Two essentially lonely people, who know what they want from life but aren't just certain how to go about achieving it — until they meet each other. And then her facade of the bright, gay, prattling woman slips away, while his rather worldly veneer disappears and they discover what they've been looking for — each other.

Beautifully directed by Delbert Mann — this is truly a gem among his directional achievements — "Dear Heart" is further distinguished by the presence of Geraldine Page, an incomparable actress who has few peers. Undoubtedly she will be singled out (again) for an Academy Award nomination for her remarkable performance as the lonely postmistress. Few will deny she is one of the all-time greats in the film industry, and if this portrayal doesn't prove it, nothing ever will.

Glenn Ford, too, is rather extraordinary. As the card salesman, he not only complements Miss Page's acting, but adds another highlight to his own career. This is probably one of his best roles to date.

A capable supporting cast, headed by Angela Lansbury as the self-centered widow; Michael Anderson Jr. as her precocious son; Barbara Nichols as the promiscuous hotel counter girl; and Patricia Barry as a card designer, underscore the film's value. Others who appear to good advantage are Charles Drake, Richard Deacon, Neva Patterson, Mary Wickes, Alice Pearce, Peter Turgeon, Ken Lynch, James O'Rear, and Nelson Olmsted.

Music is by Henry Mancini, with the title song composed by Jay Livingston and Ray Evans.



...and thank you,  
**Russ**, for booking  
it into **Radio City  
Music Hall**... (— you're a Dear Heart, too!)

A MARTIN MANULIS Production

**GLENN FORD · GERALDINE PAGE**

Hear the new song hit recorded by:  
Henry Mancini · Andy Williams  
Jack Jones · Frank Sinatra  
Kai Winding · Teresa Brewer  
The Ray Charles Singers  
The McGuire Sisters  
Leroy Holmes · Joanie Sommers

**dear heart**



Co-Starring

MICHAEL ANDERSON, JR. · BARBARA NICHOLS · PATRICIA BARRY · CHARLES DRAKE and

ANGELA LANSBURY

Music

HENRY MANCINI

Screenplay by TAD MOSEL Produced by MARTIN MANULIS Directed by DELBERT MANN PRESENTED BY WARNER BROS.





## MGM Launches '65 Slate With Four Feb. Features

CULVER CITY, CALIF.—Metro-Goldwyn-Mayer will launch a busy 1965 production schedule, with four major feature films to go before the cameras in February, it was announced by studio head Robert M. Weitman following conferences with president Robert H. O'Brien, and home office executives Maurice Silverstein, Morris Lefko, Ben Melniker, and Clark Ramsay.

MGM-TV also will start three television pilots the first week in January, making a total of eight either completed, in work, or in preparation for the 1965-66 season.

In final preparation for filming early next year are "Chinese Finale," Ford-Smith Production to be produced by Bernard Smith and directed by John Ford from a screenplay by Janet Green and John McCormick; "Buddwing," based on the best-selling novel by Evan Hunter, Mann-Laurence-Wasserman Production to be produced by Douglas Laurence and Delbert Mann and directed by Mann from a screenplay by Dale Wasserman; "Made in Paris," to be produced by Joe Pasternak and directed by Boris Sagal from a screenplay by Stanley Roberts; and "A Patch of Blue," Pandro S. Berman Production to be directed and written by Guy Green.

With "Meet Me in St. Louis" in production, the three MGM-TV pilots set to start in January are "Please Don't Eat the Daisies," "Happily Ever After," and a special western.

Completed television pilots in various stages of editing and scoring are "Kissin' Cousins," produced by Sam Katzman and directed by Don Weis; "See Here, Private Hargrove," produced by Marion Hargrove and directed by Jerry Thorpe; "The Mayor," produced by E. Jack Neuman and directed by Richard Donner; and "The Ghostbreaker," executive producer Norman Felton, produced by David Victor, and directed by Don Medford.

## Santa Garfman Rides Again

BROOKLYN—With the support of the Movie Social Club of Kings County, Harry Garfman, business representative of Local 306, IATSE, for Brooklyn and Queens, again played Santa Claus for the sick, handicapped, and needy children, patients of the St. Giles, Jewish, Kings County, and Beth-El hospitals.

These unfortunate youngsters are the joyful recipients of films, entertainment, toys, gifts, candy, books, etc. Included in these benevolent deeds is the purchase of three pieces of equipment necessary to maintain the lives of children suffering from cystic fibrosis.

Burt Sutter is chairman of the Movie Social Club of Kings County, whose members are affiliated with Local 306.

## Critics Circle Elects

NEW YORK—Officers of the Film Critics Circle of the foreign language press of New York for 1965 were named at a meeting held here.

Named as president of the organization was Dr. Nathan Swerdlin, film editor of the Jewish paper Day Journal. Dr. Andrew Zapantis, film editor of the Greek Daily Atlantis was named vice-president; Alice Melikian, film editor of the Armenian newspaper L'Raper recording secretary; and Sigmund Gottlober, executive-secretary (his 23rd consecutive term).

The organization also announced that its awards program for best films in all categories would be held in March.

# Cinerama Losses For Six Months "Substantially" Above First Half



Walter Webb, Astoria, Finsbury Park, England, right, recently received his award as winner of Rank Theatres' national showmanship contest from John Davis, chairman of the Rank Organization, at a luncheon in London's Dorchester Hotel.

## First Musical N. Y. Sign Heralds "Sound Of Music"

NEW YORK—The first musical electric sign ever utilized for a motion picture theatre marquee in New York was put into operation at the Rivoli, where Rodgers & Hammerstein's "The Sound of Music" will have its world premiere on March 2.

The sign was activated by nine-year-old John Maguire, March of Dimes poster boy, who represented the organization at the event. The Mary MacArthur Memorial Fund of The National Foundation-The March of Dimes will sponsor the world premiere showing the 20th Century-Fox attraction.

Assisting the youngster at the theatre were Santa Claus and Schnitzel the goat, one of the puppets created by Bill and Cora Baird for a sequence in the CinemaScope-Deluxe color musical.

Richard Rogers, who wrote two new songs for the screen version of "The Sound of Music," will be chairman of the benefit premiere. The event will be climaxed by the posthumous presentation of the March of Dime's annual Humanitarian Award to Oscar Hammerstein, which will be accepted by Mrs. Hammerstein at a post-premiere dinner-dance at the Americana Hotel.

## Willis Joins T-L

NEW YORK—Ian N. Willis has been appointed general sales manager of the communications division of Trans-Lux Corporation, it was announced by Richard P. Brandt, president. Brandt said that the position was newly created to accommodate the company's expanded activities in the international leasing and servicing of communications equipment to stock brokers and other users.

Willis said he would strengthen the Trans-Lux sales department to capitalize on the highly favorable reception by the financial community of Trans-Lux's stock quotation projection equipment.

HOLLYWOOD—William R. Forman, president, Cinerama, Inc., told a special meeting of stockholders that the company will have losses for the second half of 1964 "substantially in excess of those for the first half of the year." (Cinerama's losses for the first six months of the year exceeded \$5,000,000.)

Forman declared, "The unrealized and unfulfilled commitments of prior years have come home to roost, and the result has been reflected in the market place of the stock and the books of account of the company's creditors."

He cited as among Cinerama's financial disappointments both "The Wonderful World Of The Brothers Grimm" and "How The West Was Won," whose high hopes were never realized for the company, with production costs on both films far exceeding initial estimates.

"Cinerama," he said, "advanced to MGM almost 50 per cent of the entire production costs on both pictures, for a total of approximately \$9,000,000."

Additional unrecovered charges cited by Foreman included a wide renovation program of theatres equipped for Cinerama exhibition throughout the world and for equipping additional new theatres for Cinerama screenings. This, Forman estimated, amounted to approximately \$7,000,000, accounting for more than \$16,000,000 paid or charged against the company during the last few years.

Looking with optimism to the future, Forman said, "In view of our financial condition we have determined not to invest directly any further substantial sums of Cinerama money in motion picture productions but rather to acquire participating interests in pictures produced by major motion picture companies and independent producers for exhibition in the Cinerama process. We are confident that next year will begin to show a decided improvement in the affairs of the company."

Prior to the president's address, all members of the Cinerama board of directors were re-elected.

## N. Y. Ticket Plan For "Bible"

NEW YORK—A Priority Plan for obtaining tickets to the forthcoming motion picture, "The Bible," through the Macy's New York Theatre Box Offices, was announced here by John A. Blum, Macy's senior vice-president.

The Dino De Laurentis production will open in New York sometime in the Fall of 1965. Macy's is arranging for the public to have their names on a special priority listing for reserved seats.

When tickets become available the people who have put their names on the list will be given first choice of dates and seats at regular box office prices.

## BV Promotes Simi

NEW YORK—Florio Simi has been appointed salesman in the Boston branch of Buena Vista, it was announced by Irving H. Ludwig, president and general sales manager of the Disney distribution subsidiary.

Simi has been with Buena Vista as a booker for 10 years and is well known by exhibitors throughout New England. He will report to Herb Schaefer, BV's New England district manager.



# The NEW YORK Scene

By Mel Konecoff

WE STOPPED IN TO SAY HELLO TO MEL GOLD, GENERAL SALES MANAGER of National Screen, and before you could say Burton E. Robbins, he was showing us part of the revitalized line-up of accessories that is the order of the day. Via a rear projection machine, which each field rep now uses on prospective customers, we saw colorful and attractive trailers presenting holiday greetings, the National Anthem, a plea for attendance at houses of worship, refreshment reminders, etc.

The holiday greetings have been modernized so that they present best wishes from the industry as a whole as production scenes and bits flash on screen. Church and synagogue-going are urged amid settings and scenes that border on the inspirational. The urge to buy refreshments is personalized via a pair of attractive youngsters, who look like they are enjoying both the movie and the eats and drink. It almost makes you want to go out and buy a theatre.

There's another item that Gold was particularly hot on, and this was the recently introduced Cinemotion advertising set-up, which provides animation for the message attractively framed. A new touch that is being utilized by theatremen more and more is one which permits merchant participation via special space at the top of the frame. These merchants have often wound up paying for the Cinemotion rental through this participation.

Incidentally, Gold was amazed at the wonderful reaction garnered from a simple courtesy gesture. He sent out season's greetings to his accounts in the field, and individual theatremen have sent in thanks for thinking of them.

**SANTA CLAUS NOTE: ONCE AGAIN, HARRY GARFMAN, BUSINESS REPRESENTATIVE of Local 306, IATSE, with the assistance of the Movie Social Club of Kings County, will play Santa Claus for the sick, handicapped, and needy children, patients of St. Giles, Jewish, Kings County, and Beth-El hospitals. The youngsters are shown films and receive toys, books, candy, etc. Their welfare needs were also to be met via the purchase of three pieces of equipment necessary to help children suffering from cystic fibrosis to stay alive. Bert Sutter heads the club, whose members are affiliated with Local 306.**

**RIGHT FROM THE HEART: THE VARIETY CLUB OF NEW YORK, TENT 35, WILL hold its annual installation of the 1965 crew honoring chief barker Jack H. Levin and his new crew. Si Fabian will conduct the installation at the Astor Hotel on Jan. 13.**

They've twisted our arm to sit on the dais and also present with twisted arms will be Nat Fellman, Mel Gold, Morey "Razz" Goldstein, Rube Jackter, Morris Lefko, Henry "Hi" Martin, Bernie Myerson, Ernie Sands, Herman Schleier, Joe Sugar, and Mort Sunshine. Nat Nathanson is general luncheon chairman, and honorary co-chairmen are Harry Brandt, Alexander Cohen, Si Fabian, Claude Giroux, Leonard Goldenson, Salah Hassanein, Arthur Krim, Harry Mandel, Robert O'Brien, Walter Reade, Jr., Burton Robbins, Laurence Tisch, and Dick Walsh.

**GIVEAWAY NOTE: IT SEEMS THAT COLUMBIA PICTURES IS ABOUT TO RE-lease "The Gorgon" and "The Curse of the Mummy's Tomb," and they've come up with the stunt to give away stamps in keeping with consumer collecting craze which involves green stamps, blue stamps, orange stamps, and plaid stamps. They are going to give away millions of black stamps featuring a ghoulish collection of frightening faces with scarred foreheads, hairy chins, pointy ears, hypnotic eyes, stringy hair, pointed teeth, etc. The giveaway is to be backed with a hair-raising, humorous campaign on radio.**

Since Columbia sent over a mess of samples, we're trying to find out what they can be redeemed for—maybe a glass eye, some suturing thread, a tube of oxygen, a pint of blood, a used band-aid, some false teeth, rusty razor blades, or even a Bloody Mary. When we find out, we'll let you know. They must be good for something besides chills and chuckles.

**THE METROPOLITAN SCENE: SEASON'S GREETINGS IN FROM PHIL GERARD, Paul Kamey, Milt Livingston, Steve Ellman, Dan Terrell, Hy Hollinger, Jim Mauceri, Paul Baise, Marion Billings, John Collins, Marie Hamilton, Bob Frederick, Warren Harris, Eve Siegel, Jesse and Mary Zunsler, the Al Floersheimers, the NAC, Pat and Al Steen, Fortunat Baronat, Sam Kestenbaum, Henry Spiegel, Al Boyars, Noel Meadow, Jim Mahoney and associates, Stan Dudelson, Tony Curtis, the Jean Goldwurms, Joseph Brenner, Harry Goldberg, Mike Hutner, Ernie Grossman, Harold Rand, Ernie Emerling, Ted Arnow, Lars McSorley, John Springer and associates, Graham Wahn, and others. . . . Fox unveiled its musical electric sign over the Rivoli the other day, and now the first couple of notes of one of the musical numbers gongs out every few seconds giving Broadway a cheery note. . . . With all reference to "John Goldfarb, Please Come Home" banned by the court, we wonder what a couple of "hot" synopses are worth on the underground market. . . . Joe Levine coming out with a couple of more plays for Broadway without the usual press luncheon. Something must be amiss. We met him in the elevator in our building one day not too long ago, and we thought he was buying the building. It turned out he was only looking at a feature someone wanted him to buy. . . . The World's Fair Corp. will tell the story of its first year of operation via a film to be produced by the team that made the highly successful Johnson's Wax three screen production. It should be ready the end of January.**

## Loew's Theatres' Report Urges Hotel Acquisition

NEW YORK—Stockholders of Loew's Theatres will be asked to approve the acquisition by the company for \$3,000,000 of the leasehold interest in the Americana Hotel, Bal Harbour, Fla., now held by Americana Hotel Operating Corporation, which is owned by Tisch Hotels, Inc.

Since Tisch Hotels is owned by Laurence A. Tisch, Loew's Theatres board chairman and president, and Preston R. Tisch, chairman of the executive committee, and Tisch Hotels, in turn, owns approximately 26 per cent of Loew's Theatres, stockholders of the latter are advised in the notice of the annual meeting that "no representation is made that the terms of the proposed purchase were agreed on as a result of arms-length negotiations between the management of Lessee (Tisch Hotels) and the Corporation (Loew's Theatres).

Stockholders also were informed that the Tisch brothers will abstain from voting their shares on the proposal at the annual meeting to be held at Loew's State Theatre on Jan. 14.

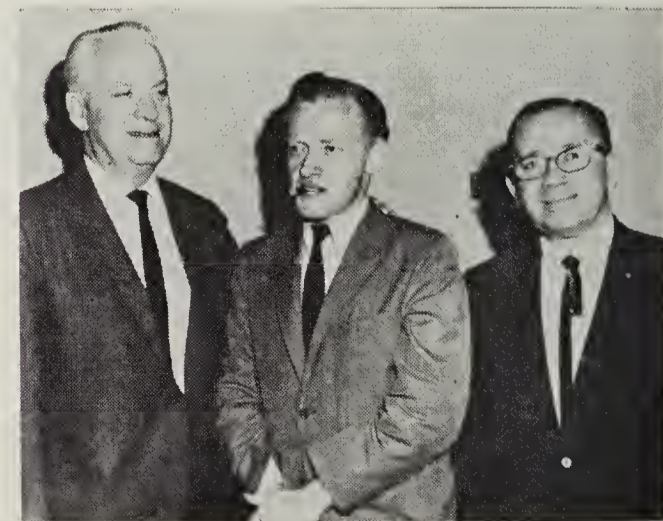
Loew's Theatres' directors, all of whom have been proposed for reelection, will also be voted upon at this meeting.

Management recommends stockholders vote for the acquisition of the Americana leasehold and against a resolution by a shareholder that would make mandatory retirement of directors at the age of 72.

## Kohn To New Col. Post

NEW YORK—Columbia vice-president Robert S. Ferguson has named Bob Kohn to the newly created post of research director. Ferguson said that the science of developing public acceptance for motion picture product "is becoming increasingly more complex as the population grows, and the type of product becomes more varied."

He pointed out that Columbia's expansion of its research activities "adds a whole new dimension to the process of reaching every possible audience group in the company's efforts to give the exhibitor maximum support when he books a film." Ferguson said that he expected the intensified research by Columbia "to yield many new untapped segments of the potential audience" for each film.



Stanley Shapiro, center, one of Hollywood's leading writer-producers, is seen with Leo Jaffe, right, executive vice-president, Columbia Pictures, and Mike Frankovich, head of Columbia's world-wide production, after he signed a long-term, multiple picture contract with Columbia in Hollywood.



## Producer, Star Tours Back U's "Night Walker"

NEW YORK—Universal will launch the initial territorial openings of William Castle's "The Night Walker" with an unusually heavy concentration of promotional activity by the producer, his production assistant, and three of the stars—Robert Taylor, Barbara Stanwyck, and Lloyd Bochner, starting Jan. 4.

"The Night Walker," a unique suspense shocker, which marks Castle's return to Universal after a series of successful exploitation pictures released by other companies, is being accorded one of Universal's top showmanship campaigns.

Initial territorial openings of "The Night Walker" are scheduled for Texas, the Detroit area, Boston, Philadelphia, and Chicago, as well as New York and Canada.

Castle will visit 10 cities starting in New York on Jan. 4, with his itinerary including Boston, Philadelphia, Dallas, Fort Worth, Houston, San Antonio, Austin, Detroit, and Chicago.

Miss Stanwyck will also start her tour in New York and then visit Boston, Philadelphia, Toronto, Detroit, and Chicago.

Taylor is expected to cover Dallas, Fort Worth, Houston, San Antonio, and Austin, starting Jan. 11.

Dona Holloway, Castle's production assistant, is scheduled to cover 17 situations in the Texas and Detroit territories starting Jan. 11 in Galveston and including Beaumont, Port Arthur, Waco, Abilene, Amarillo, Wichita Falls, Albuquerque, El Paso, Grand Rapids, Battle Creek, Kalamazoo, Saginaw, Bay City, Flint, Lansing, and Ann Arbor.

Bochner, who will cover the Canadian openings, will start his tour in Toronto on Jan. 24 and then visit Ottawa and Montreal.

All five personalities will make television and radio promotional appearances in these cities and do press and point of sale exploitation activity.

The second part of the "The Night Walker" promotional campaign is a nation-wide contest being conducted in conjunction with Dell Publications' Modern Screen and dealing with dreams, which ties in with local theatres and local Dell distributors through the medium of the special five minute featurette produced by Castle on the subject of dreams and featuring Pat Collins, world-famous hypnotist.

### Redstone Seeking Patents

BOSTON — Redstone Theatres of Boston, through its wholly-owned subsidiary National Amusements, Inc., has applied to the United States Patent Office for the trademark registration "Showcase Cinema."

Redstone is using the names Showcase Cinema and Showcase Cinemas in connection with all its indoor ventures.

Redstone has also applied for the patent registration of a symbol being used in conjunction with the names.

### Comerford Opens Theatre

WILKES-BARRE, PA.—A new, deluxe, 1,000 seat theatre, named the Gateway Cinema, has been opened in one of the largest shopping centers of its kind. Comerford operates the new house.

# INDUSTRY PRESS ACCLAIMS

## "STRANGE BEDFELLOWS"

## UNIVERSAL'S NEWEST COMEDY AN "INSTANT BOXOFFICE SUCCESS"\*

Cast of trio of stars as skilled in their art as Rock Hudson, Gina Lollobrigida and Gig Young in a story by a pair of writers as consummately masters of comedy as Norman Panama and Melvin Frank, shoot it in sparkling technicolor, and what have you got? You've got instant success. "Strange Bedfellows" is an instant success as you find out beyond question the instant the first of the thousand laughs, you're in for bounces back at you from the busy screen. Instant box office. —*Motion Picture Daily*\*

A bright and rollicking comedy drama. Hilarious, frivolous, always pleasant to behold. "Strange Bedfellows" will keep audiences wide awake with its rush of madcap events. It is strong, popular fare. —*Film Daily*


Rock Hudson who teams equally well with wholesome Doris Day or the sexy Gina Lollobrigida, has another surefire laugh getter and audience pleaser in this hilarious Norman Panama-Melvin Frank Production. It will be one of the 1965 box office hits.

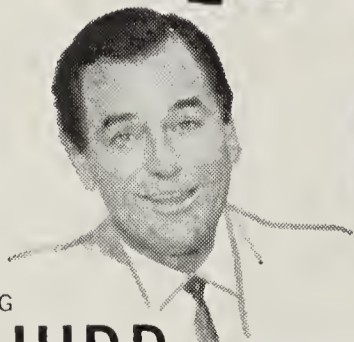
—*Boxoffice*



**THEY LOVE TO FIGHT.**



**Rock Hudson  Gina Lollobrigida**  
**Gig Young**



CO-STARRING  
**EDWARD JUDD** · WITH **ARTHUR HAYNES** · GUEST STAR **TERRY-THOMAS**

**UNIVERSAL'S NEWEST BOXOFFICE SUCCESS STORY**



...but **NOT AT NIGHT!!!!**



IT'S LOVE  
ITALIAN STYLE...  
WITH A HILARIOUS  
AMERICAN  
TWIST

**Collobrigida**

**STRANGE BEDFELLOWS**

TECHNICOLOR®

Screenplay by MELVIN FRANK and MICHAEL PERTWEE • Story by NORMAN PANAMA and MELVIN FRANK

Produced and Directed by MELVIN FRANK A PANAMA-FRANK PRODUCTION • A Universal Picture



**S AVAILABLE TO YOU IN MID-FEBRUARY!**



# LONDON Observations

By Jock MacGregor

"I DO NOT BELIEVE ANYONE WOULD BEGRUDGE ME SAYING THAT UNITED Artists has been the distribution company of the year. Through Monty Morgan, I would ask him to convey our thanks to their adventurous management in New York—our old friends, Arnold Picker, Arthur Krim, and Bob Benjamin." Managing director Kenneth Winckles was speaking at the Rank Theatres showmanship lunch and had been referring with gratitude to such hits as "Hard Day's Night," "Pink Panther," "633 Squadron," and, of course, "Goldfinger," which he revealed has already taken more than \$3,500,000 in the U.K.

Before presenting the awards, the Rank Organization chairman John Davis said: "We are fortunate in being concerned in an industry which can provide an unending series of challenging opportunities in the art of showmanship. Our end product is glamorous. Showmanship for us is the business of creating the world's greatest form of entertainment—the cinema film—and then making it possible for the greatest number of people to enjoy their leisure time." Walter Webb of the Finsbury Park Astoria was named champion, with George Lockyer, Coventry Gaumont; Roy Potts, Exeter Odeon; Robert Aitken, Aberdeen Gaumont; Brian Bint, Manchester Odeon; and John Thompson, Lewisham Odeon, runners up.

**WHILE MANY CRITICS CLAIM THAT SHORTS DO NOT GET THE SUPPORT they merit but moan when publicists dare to slip one into a press show, Derek Hill has done something positive. He formed the Short Films Service and handles regular screenings of selected films for distributors and other potential buyers. In the first year, he has shown more than 70 and one feature from all parts of the world, and has found homes for many, mainly among specialized companies and tv. I have been to several programs and believe American art houses would be extremely interested in much of the product.**

TODAY WILL BE ONE OF MEMORIES FOR REGAL FILMS' PUBLICIST AUBREY Bustin. He is retiring after 57 years in the industry. He started as projectionist at the opening of the Biograph, Victoria, which the Hyams still run—some say as a reminder of their early days—and cranked by hand in the "boxes" at some of London's first picture houses before moving to management. His showmanship became renown. I met him first as exploitation chief for RKO. When the company folded and sales director Joe Vegoda formed Regal, he was a natural for the job, and was joined by his secretary, Minnie Harris, who is now resigning to take up a new post. Aubrey is not being entirely lost to the industry. He is to compile press books—a job he does so well—on a part time basis. Good luck, Aubrey and Minnie.

**THE NEW YEAR WILL HEAR MUCH ABOUT THE LAWS GOVERNING THE industry as the present acts are expiring. Few realize that studio publicity salaries are barred from inclusion in the labor costs of a picture, though the proportion of British to foreign salaries, shown on the Board of Trade 'C' form plays a big part in whether a film is registered as British and is eligible for Eady. In turn, 25 per cent is knocked off the still cameraman's total as presenting his contribution to publicity. If publicity salaries were permitted, more producers might be encouraged to have publicists longer on the pay roll giving them more time to do a proper job. An amendment is needed**

YOU KNOW WHAT IT IS LIKE WHEN A LADY BREAKS A NAIL? THEN SPARE a thought for Ettie Jones, who combines being the chief barker's wife, doing the unrewarding chores, and being his extremely busy secretary at Associated British. Recently, she has found time to open nearly 20,000 letters following the News of the World's weekly requests for 20 cents for Jack Goodlatte's Variety Club Christmas Toy Appeal, collate the remittances for banking, and send acknowledgements. That's a labor of love. 16,000 toys will go to children's homes. The ensuing lunch was the greatest ever, with nearly 600 attending. Again I organized the "Miss Christmases," who in lush leotards help the stars as Father Christmases collect toys from members. Instead of starlets, I invited finalists in the Miss Variety Club beauty contest last summer. They made gorgeous pictures for the newsreels and press, and had a starry eyed time.

**THE TROUBLE THIS FESTIVE SEASON HAS BEEN THAT SOME HAVE EXPECTED us to combine business with pleasure; giving a drink with one hand and a handout with the other. Paul Mills had us to the Dorchester to meet Martin A. Gosch, who is setting up a multi-million dollar production for MGM British about Oscar Schlinder, the German Catholic who saved 1200 Jews and has been acclaimed the "greatest living civilian hero of World War II." Delbert Mann will direct. . . . At the Savoy, in the absence of Joe Levine, who had to rush back to America, Richard Attenborough announced that he would direct a \$6,000,000 production about Ghandi next year for Embassy and Indo British Films. . . . At the London Hilton, Bud Ornstein confirmed that he is leaving UA, after being behind the James Bonds, "Tom Jones," Beatles, and other hits, to set up a \$3,000,000 independent company to promote production. Distribution will be through various channels. The first may be a spectacular based on "A Woman on Horseback." He is fascinated by the wealth of talent blossoming here but fearful of artists' salaries becoming status symbols. David Chasman from New York takes over at UA. . . . Bert Shefter, in London to compose and conduct the score for the Robert Lippert-Jack Parsons CinemaScope production, "Curse of the Fly," starring Brian Donlevy, entertained musicians, technicians, and press at Chelsea Cloisters. . . . En route to MGM for the first appearance of a fabulous Rolls Royce—a yellow one of course—I wondered how the interview would go; whether I'd find myself in the position of the man who went to the Berkeley Square showroom saying, "I think I'd like to buy a Rolls," and the snooty salesman replying, "And what makes you think a Rolls would like to be owned by you." I needn't have worried. Its horn was dulcet tone and I already knew the passenger, model Joy Kimberley.**

## WB Reduces Bank Loan; Anticipates "Lady" Boost

NEW YORK—Jack L. Warner, president, Warner Brothers, told stockholders in the company's annual report that the company has reduced its short term bank loans from \$15,000,000 outstanding at the close of its fiscal year on August 31, last, to \$7,000,000 currently.

Warners previously reported a consolidated loss of \$3,861,000 after applying federal income tax credit for the year. In the 1963 fiscal year it had consolidated net income of \$5,699,000.

Warner termed the 1964 result "disappointing" and attributed it to "higher production costs and poor acceptance of the company's product."

"We are constantly re-evaluating and re-organizing our activities," he said, "and we are confident and enthusiastic about the prospects for a profitable operation in the future."

Warner said the company believes its "anticipation of tremendous financial results from 'My Fair Lady' is entirely justified" on the basis of its reception and performance since its late October premiere in New York.

The company's annual report shows film rental income down to \$36,373,903 in fiscal 1964 from \$45,373,159 the previous year, and television income down to \$21,105,528 from \$32,184,945. Total income declined to \$74,391,159 from \$93,736,834.

Amortization of film costs was fairly steady at \$64,328,752 in 1964, compared with \$65,694,398 in 1963, as were operating and general expenses of \$17,864,846 this year against \$17,332,188 in 1963. Total costs and expenses amounted to \$78,252,691 after taking into account a \$4,300,000 federal tax credit. In the preceding year total costs and expenses amounted to \$88,037,615.

Current assets amounted to \$77,784,387, of which \$8,252,266 was cash, compared to \$76,722,550, of which \$11,205,720 was cash in the preceding year. Current liabilities totaled \$35,369,003 against \$24,851,773 at the end of the 1963 fiscal year.

Since the close of the last fiscal year, as reported by Warner to the stockholders \$8,000,000 of notes totaling \$15,000,000 payable to banks has been retired.

The report notes that inventories at last August 31 include \$5,636,000 in unamortized released productions, \$11,058,000 in completed productions, not released, and \$8,543,000 in productions in process, a total of \$25,237,000.

Amortization of the cost of "My Fair Lady," the report states, will begin in the year ended August 31, 1965, and will be based upon the flow of estimated income.

The annual meeting of stockholders will be held in Wilmington, Delaware, on Feb. 3.

The company's board of directors has declared a dividend of 12½ cents per share on the common stock, payable Feb. 5 to stockholders of record on Jan. 8, 1965.

## No "Sex" In Transit

DETROIT—The word "sex" in the title of Warners' "Sex and the Single Girl" was eliminated when advertising on local buses, operated by the city, drew protests to the office of Mayor Jerome P. Cavanagh. Substituted copy merely read, "? and The Single Girl."



JOSEPH E. LEVINE presents

# Marriage Italian Style



**“ONE OF THE  
DANDIEST  
FILMS OF  
THE YEAR!”**

— Bosley Crowther, N. Y. Times

**“WONDERFUL! RICH! DELICIOUS!**

Whenever Vittorio de Sica gets together with Sophia Loren... something wonderful happens. It did... in ‘Two Women’... ‘Yesterday, Today and Tomorrow’ and now it happened again! Mastroianni is marvelous as the egotistical male wanting to eat his cake and have it.”

— Bosley Crowther, N. Y. Times

**“SAUCY, WITTY, GAY, CLEVER!**

You come away with a joyous memory of happy laughter!”

— Alton Cook, World Telegram

**“LEAVES YOU BREATHLESS!**

Glorious Sophia Loren! Marcello Mastroianni... a star superb! This is a movie with the laughter, social comedy, the touch of tears and wonderful moments of realism that are master director Vittorio de Sica's stock in trade. ‘Marriage Italian Style’ is their gift to us to be taken with pleasure!”

— Judith Crist, Herald Tribune

**“FRESH! SOLID! AMUSING!  
REALISTIC!”**

— Archer Winsten, N. Y. Post

FROM EMBASSY PICTURES



## ALBANY

Imaginative promotion for Warners' "My Fair Lady," Hellman, kept the feature before diners at the adjoining Thruway Motor Inn with menu items called "Rex Harrison Special" and "Audrey Hepburn Special." Newspaper copy stated: "Don't worry about your seating for the show. Choice reserved seats at the Hellman Theatre for dinner guests." The telephone number for reservations was listed. Manager Dave Weinstein also obtained in-depth news coverage of benefit screenings before the official premiere. He likewise made arrangements with Whitney's Department Store, in downtown Albany, to sell advanced reservations. The store placed in one of its largest windows, a card on the location of seat sales, and a still from the picture. . . . Schine Theatres again promoted the sale of "Christmas Gift Books" containing tickets at discount prices. . . . Walter Reade-Sterling Theatres spotlighted a similar push at the Community, Kingston. . . . Chaylie Saxe, chief barker, Albany Tent, Variety Club, and one-time Connecticut theatremen, was expected back from a European tour. . . . Former Film Rowite Adam Mlinarik, now holds a permanent post with the State Atomic and Space Office. He worked for years as head shipper in the old Columbia exchange; and served several terms as president of Local B-43, IATSE, backroom workers, now merged with F-43 front-office employees.

## ATLANTA

Burglars who rolled away a safe took \$1,000 from the Tennessee Theatre office. Manager Jesse Marlow said he believed the thieves hid inside the theatre when it closed around midnight, as there was no evidence of a forced entry. . . . Paul Wilson, 20th Fox Atlanta branch manager, and his wife left for a trip to Philadelphia, Pa., to visit their daughter and son-in-law. . . . Mrs. Mary Dale, for many years head of Allied Artists accounting department, resigned from the company. . . . Mr. and Mrs. Abe Lewis announced the marriage of their daughter, Freda Carol, to Stephen L. Davis, son of Sam Davis, owner, Independent Film Distributors, Atlanta, with whom he is now associated.

## BOSTON

It was 2:00 p.m. Sunday afternoon, the temperature was 24 degrees as 36 members of the Quincy Underwater Recovery Unit entered the frigid waters in the Pemberton area of Hull, Mass. Their purpose was to do their part for charity. William S. Koster, executive director, Variety Club's Jimmy Fund, said, "Over a period of years, we have been most fortunate to receive contributions resulting from many unusual ideas. However, to have 35 men and one woman dive 50 feet to the bottom of the ocean, remain under water for 30 minutes (their purpose was to recover redeemable bottles which had been thrown into the water by bathers during the summer months with the net proceeds going to the Jimmy Fund) is, we believe, one the most unique methods of raising money for charity that we have ever known." Each diver was required to pay an entry fee. Special prizes were given by soft-drink concerns to those divers who harvested the greatest number of bottles. This group of divers has been involved in many outstanding underwater recovery operations. They participated in the recovery of the Electra Airliner carrying 96 passengers when it crashed into Boston Har-

bor. . . . John Feloney, office manager, Buena Vista, died of a heart attack. He had formerly been a film booker with 20th-Fox in Boston and had been with Buena Vista for three years. Surviving are his wife and son. . . . Mother of Ann Burke, Buena Vista cashier department, passed away. . . . E. M. Loew bought back the rock and roll "T.A.M.I. Show," filmed in the Electronovision process, for his Center, Boston. The film, specially produced at the Santa Monica Civic Auditorium for theatrical showing, will play in Boston suburban theatres also. . . . Jerry Callahan, branch manager, Allied Artists, reports the office will move from its present location at 39 Church street on Film Row to Universal International building, where they will use space starting Jan. 1. . . . Ben Sack brought in Comic Jimmy Joyce from New York for his lavish party announcing the engagement of his son, Gerry, at Sidney Hill Country Club. . . . Twentieth-Fox branch office has moved from Film Row to 260 Tremont street, where Al Levy is branch manager. . . . The New England premiere of Joseph E. Levine's "Marriage Italian Style" was held on Christmas Day, Dec. 25, at the Cinema, Kenmore Square, and the Park Square Cinema. . . . Phil Engel, former advertising and publicity manager, 20th-Fox, has returned from a trip to New York City where he discussed plans with a major company distributor regarding an assignment that will be announced shortly. . . . Sam Richmond, who has opened his own Sam Richmond Films, is handling the MGM reissues and has been successful in having two first run attractions play the Paramount, "Till The Clouds Roll By," and "Carbine Williams," which followed "Because You're Mine" and "Tunnel of Love" in downtown Boston. . . . Burglars broke into Allied Artists and Rifkin Theatre offices on Film Row and caused a great deal of damage, jimmed open the safe in Rifkin offices, and ransacked both offices and made off with several items of office equipment. This is the second exchange that has been burglarized in the last few weeks; Columbia Pictures branch was broken into earlier and office equipment stolen. . . . Jay Golden, RKO division manager for Boston, Providence, Lowell, with headquarters in Rochester, N. Y., was in to discuss with his managers their holiday attraction, the Cary Grant-Leslie Caron film, "Father Goose." . . . Capri Theatre, where "John Goldfarb, Please Come Home," has been scheduled to open Dec. 23 for the Christmas attraction, substituted "Emil and the Detectives" (BV). A sneak preview of "John Goldfarb" was cancelled, and to alert film patrons of Boston to the cancellation, Sack Theatres, operating the Capri, took black bordered ads, 25 lines on one column in Boston newspapers.

NEW HAMPSHIRE NEWS—Eames Enterprises, Inc., Littleton, has sold the Jax, Colebrook, to Mr. and Mrs. Charles Hughes, Colebrook, who have been operating the theatre for the Eames firm since April, 1963. The house had been threatened with closing twice in the last few years. . . . State, Nashua, gave away 10 turkeys on a Saturday night. . . . A can of food was the admission price for a cartoon and comedy show at the Daniel Webster, Nashua, sponsored by the Nashua Exchange Club, with proceeds turned over to the Salvation Army. . . . Frank Abbott, manager, Regal, Franklin, has announced that the theatre will be open for weekends only until further notice. Abbott said that he did not know how long this will be in effect but that he hoped it would not be for long. He said he did not like to see this happen as it

might mean the beginning of the end of a motion picture theatre in Franklin.

## BUFFALO

In regard to Will Rogers Hospital collections, the system of putting exhibitor chairmen in charge of given areas within an exchange area to work with distribution and exhibitor exchange area heads is being tested in the western New York area with sensational results reports Sydney J. Cohen. Bill Laney, Jo-Mor Enterprises, Inc., in charge of the Rochester area, is doing a great job there. He has even gone into the radio and tv fields, which have been neglected in the past. Excellent radio and tv returns are being reported by Sol Sorkin in the Syracuse area and Ed Meade in the Buffalo district. Dan Houlihan, Paramount exchange manager and distributor chairman, has his entire office force following up every collection. . . . The western New York premiere of "My Fair Lady" got away to an exciting start Wednesday evening, Dec. 23, at Schine's Granada, following an extensive campaign by manager Joe Garvey. It was truly a Hollywood style opening in every respect, and Tent 7, Buffalo Variety Club, which sponsored the premiere, received a goodly sum for its various charitable activities. The entire front, including the upright marquee sign, was painted. New carpets have been laid throughout the theatre and the rest rooms refurbished. As patrons entered the lobby, they were welcomed by the University of Buffalo Fair Lady, chosen in a contest put on by Garvey. As a special treat for the ladies, a sparkling stage fashion show was put on by the Jense department store. At intermission, beautiful models dressed in My Fair Lady era costumes served pink champagne to the ladies in the lobby, and cigars (courtesy Santora restaurant) were presented to the gentlemen. To the ladies also went a phial of perfume (courtesy Jense store). A delegation of Schine officials, headed by Cy Evans, general manager, came in from Gloversville for the event. . . . Following the New Year's Eve celebration, the Town Casino, operated by Harry Altman for 25 years in downtown Buffalo, will be converted into a banquet-hall type of operation. The bar and cocktail lounge will continue on their current schedule with music by a "swing band." The main auditorium, which seats 1000, will be open to the public only on Friday and Saturday nights. Live stage shows and the serving of full meals will be discontinued. . . . In a communication sent to members, Sidney J. Cohen, president of Allied Theatres of New York State, Inc., declares that the committee for the removal of the 10 percent excise tax on theatre admissions has set the wheels in motion. Cohen declares, however, that the campaign must be a concerted effort by everyone. He states that one of the arguments being used in the campaign is that the tax has closed theatres with a resultant blight to surrounding business. . . . Some frantic last minute scurrying came up with a new Christmas attraction for the Teck and Kensington. The new film was "The Pleasure Seekers," a 20th Century-Fox release, which opened Christmas Day, replacing "John Goldfarb, Please Come Home," originally scheduled for the two theatres but removed from current screen competition following a State Supreme Court injunction against the film, following a protest by Notre Dame. . . . In discussing censorship and classification, Sidney J. Cohen, president of Allied Theatres of New York State, Inc., said, "It looks like in 1965 we will have the toughest fight in Albany that we have ever had."



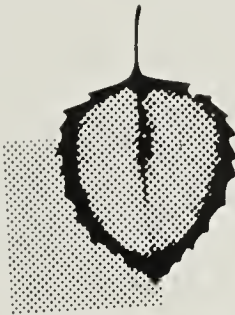
# Of Course We're Proud!

*Aspen*

**DRIVE-IN THEATRE**

MURRAY PENDREY  
MANAGER

JACKSON, WYOMING



September 28, 1964

National Screen Service Corporation  
Attn: Jack Lustig  
2136 Champa Street  
Denver 5, Colorado

Dear Jack,

I wish to thank you for your letter of September 14th and the information supplied at that time.

I received today our final invoice for this season. At the same time I remit our check, I wish to thank you and your company for the fine service we have received from you. It has been a good year for us and we owe much of this to your company and your staff. I feel next year will be a bigger and better year and that we can do much more business with you.

Thank you.

Sincerely,

*Murray Pendrey*

Mr. Pendrey's letter is one of the many generous acknowledgements we have received from Exhibitors during the past year...expressing approval of our **SERVICES** and our **SHOWMANSHIP!**

Thank you, Mr. Pendrey — and Happy Boxoffice Receipts to you!

*"Showmanship  
is our  
Business"*



**NATIONAL SCREEN SERVICE**

1600 BROADWAY, NEW YORK, N. Y. 10019 Circle 6-5700



New York State Allied is on record and reiterates its position. At board meetings both in Albany and in Buffalo and after much deliberation and discussion, we were given a directive to fight any move to pass a classification bill with every means and at any cost. We do not condone filth or the showing of pictures of a salacious and degrading nature. It is our contention that there are ample laws on the books to take care of this. It is our contention that if the Board of Regents views a picture and gives it a seal of the State of New York, we have a right to show this picture. We cannot set up a police system to judge who shall and shall not see this picture." . . . Buffalo's Film Row is talking about Warner Bros. "Two on a Guillotine," "None But the Brave," and "Dear Heart." These three features are serving as a foundation for a Group Effort Drive that the Buffalo exchange has undertaken. No prize money is involved, but manager Mike Klein expects pride and satisfaction will mount a volume billing and sales for Feb. 14 through 27. . . . Arthur Krolick, district manager, AB-PT, Buffalo and Rochester, and Edward Miller, manager, Paramount, Buffalo, cooperated with the Buffalo Evening News circulation department heads in arranging the annual News Newspaperboy Christmas Party, held in the Paramount. The theatre executives arranged showing of "Bye Bye Birdie" for the boys. The News distributed more than 75 prizes, including bicycles, radios, wrist watches, basketballs, footballs, and other items.

## CHICAGO

Vic Bernstein will be installed as chief barker of Variety Club of Illinois at dinner ceremonies at the Pick-Congress hotel on Jan. 18. . . . Evanston, Ill., department of parks and recreation, sponsors of family movies given at Boltwood Community Center on alternate Friday nights, have included "Heidi," "Mr. 880," and "10th Avenue." They will show "Pride of St. Louis" on Jan. 8; "The Human Comedy" on Jan. 22; "Gunga Din" on Feb. 5; and "The Errand Boy" on Feb. 19. A small admission price is charged for each film. . . . Finn Industries, Inc., Chicago, manufacturers of candy cartons and packaging equipment, is a new member of NCA. . . . A special Christmas party was given for children of Variety Club members. Festivities began with a Walt Disney cartoon festival at the Carnegie, followed by a luncheon, surprise entertainment, and a visit from Santa at the club's Pick-Congress Hotel headquarters. Irving Davis was chairman of the event, assisted by Lou Goldberg, Eddie Spears, Jack Clark, Virginia Grand, Madge Raymer, and Cora Berenson. . . . "Cheyenne Autumn" premiered at McVickers. The opening show was for the benefit of Chicago Club for Crippled Children. . . . Richard Novak, well known to film trade as executive of Brach Candy Co., passed away. He leaves surviving his widow, a son, and two brothers. . . . Lake, Oak Park, Ill., reopened Christmas day after being closed for redecoration and installation of new screen and carpeting. A first run engagement is "Goodbye Charlie." . . . Mrs. William Raikula was reelected president of the Better Films Council. The organization has resumed monthly meetings at 59 East Monroe st. The Council named "Mary Poppins" the film of the month. . . . General Cinema Corporation plans to build three more hard top theatres in Chicago territory after their new house, presently being built in Randhurst Shopping Center, is completed. . . . Dick Balaban, H. E. Balaban Circuit, and

his wife are proud new parents of a baby girl. . . . Comisky and Rach Theatre Circuit is building another theatre in Niles, Ill., Golf Mill shopping district. The organization plans to take over the Swan, Milwaukee, and Melody Top, Minneapolis. . . . Chicago Showcase Theatres carried large advertising space in the papers announcing that they will present important first-run pictures simultaneously with the downtown Loop theatres. This new policy was to be inaugurated on Christmas Day with "Goodbye Charlie." . . . NAC's Chicago office has a 120 Kodachrome slide library available to members on a loan basis, "depicting numerous refreshment centers in conventional and drive-in theatres, showing different arrangements of counters, display cases, and popcorn, beverage dispensing, and food preparation equipment." . . . Dr. Jean Ruddy, wife of Richard A. Ruddy, executive-secretary of National Electric Sign Assn., died at St. Luke's hospital. Other than her husband, she leaves surviving two daughters. . . . Nathaniel Leverone, founder-chairman of Automatic Canteen Co. of America, was honored with a citation of merit from the American Bible Society at ceremonies held at Fourth Presbyterian Church's John Timothy Stone Chapel. The citation recognized Leverone's chairmanship during World War II of a Chicago committee which helped the national society supply Bibles to U. S. servicemen and victims of war.

## CINCINNATI

The Sharon, Sharonville, O., is back in the movie business after being used for several years as a church. After complete renovation, the house opened Dec. 17 playing "Yesterday, Today and Tomorrow." . . . The suburban Esquire, Hyde Park, and Guild, following an established custom, were closed for several days before reopening Christmas Day. . . . Parties filled Film Row's schedule during pre-Christmas week with Columbia's annual dinner at the Alms Hotel; United Artists at the Lookout House; and 20th-Fox, Variety Club, Vernon Manor. The One O'Clock luncheon club celebrated the season at Yunger's Cafe. Other exchanges enjoyed catered parties in their exchange quarters. . . . A. H. Duren, Warners manager, is vacationing during the holiday season at Atlanta.

## DALLAS

Interstate Theatre officials at circuit headquarters here have announced that "John Goldfarb, Please Come Home" will not be shown as scheduled at any of the circuit theatres. The film was scheduled to open on Christmas Day. Joseph M. Sugar, 20th Century-Fox vice-president and general sales manager, was in the midst of a two day sales meeting here when the injunction was announced on the film. Sugar cancelled the last day of the conference to return to New York. The Inwood, which was scheduled to show the film, instead is showing "Goodbye, Charlie," which can also be seen at the Lakewood and Vogue. . . . Jim Moran, press agent, was in the city to entertain press, radio, and television representatives as Arabian Prince Fawz of Fawzia on behalf of "John Goldfarb, Please Come Home." Moran also stopped in Fort Worth, the only other Texas stop. . . . The Oak Cliff Junior Chamber of Commerce, in cooperation with the Wynnewood, sponsored a "Canned Goods Matinee." The theatre showed "Sergeants Three" and two color cartoons at the matinee for an admission fee of a can of food. The Jaycees turned

the canned goods over to the Salvation Army. . . . The Majestic started advance sale of tickets for TAMI (Teen-Age Music International) Electronovision show, which is being presented in five performances starting Dec. 28. There are no reserved seats and all tickets are priced at \$1. Performances were scheduled at 10 a.m. on Dec. 28 through 31, with a special midnight show on Dec. 30. . . . Newest innovation in D-I comfort at the Buckner, Chalk Hill, and Denton Road D-I's are cordless heaters. The heaters, which do not use flame, are a new idea in the generation of heat. They have been held safe for use in automobiles to keep patrons at the drive-ins comfortable in cold weather. They came in mighty handy in the cold wave which struck the state. . . . The marquee of the Esquire has been changed only nine times since Nov. 1, 1962. During that time films have enjoyed long runs, with the record being held by "Lawrence of Arabia," which enjoyed a 20 week run. The shortest was a four week run of "Divorce-Italian Style." . . . O. L. Zeek Dallas, has reopened the Main, Stonewall, Tex. Zeek was employed at the theatre when he attended high school there. The theatre was previously operated by Cecil Ballard, who shuttered the house because of poor business and his ill health. . . . Summer M. Redstone, president of Theatre Owners of America, is slated to be one of the principal speakers at the Texas Drive-In Theatre Operators Association, which will hold its annual convention in February, 1965, in Dallas. . . . A group of local theatre men have formed a new motion picture distributing and production company with headquarters in Dallas. It was said that they already have three films ready for release which have been made by others, are making arrangements for five more films, and are placing one of their own into production. They plan to make all of their plans known following the holiday season.

## DENVER

Showmen from eight states attended the Rocky Mountain Motion Picture Association's "Boys' Night Out" event at the Tropics night spot. 150 members, some from as far away as Missouri and New York, made the annual affair the largest gathering, with the exception of the annual conventions, the organization has held. A special vote of thanks was given to Fred Knill, prexy, and Murray Gerson, Chick Lloyd, and Ray Davis for their untiring efforts in making the event such an outstanding success. . . . Bill Ramsey and Dick Martin are planning a Jan. 1 opening of their new Art Cinema. . . . Buena Vista, Colo., has a new Mayor, and he's theatre man John Groy. With a town of that name, it would seem that a film man is the right choice. . . . The son of Marie Zorn, owner of the Hippodrome, Julesburg, Colo., has been awarded the title of "All State Quarterback" by the local press. . . . Film men from Denver attending the opening of the new Cinema East, Albuquerque, N. M., included John Dobson and Carl Olsen of United Artists, Joe Kaitz of Warners, Same Dare of Columbia, Vern Fletcher of Paramount, George Fisher of MGM, Chick Lloyd of American International, and Bob and Sue Tankersley of Western Service and Supply Co. . . . The Roxy, Denver, will be operated by Art Goldstein, former owner of the Uptown, which was destroyed by fire last summer,

## HOUSTON

The Houston Post and the Majestic teamed to present a special advance preview showing





## **is in Hollywood**

and around the world producing outstanding motion pictures. Now in release, *THE NIGHT OF THE IGUANA*, *SEVEN DAYS IN MAY*, *OF HUMAN BONDAGE* and *A BOY TEN FEET TALL*. Completed are *THE HILL*, a powerful story of World War II starring Sean Connery; *SHE*, the classic adventure story starring Ursula Andress; *DIE! DIE! MY DARLING*, starring Tallulah Bankhead and Stefanie Powers; and *THE SLEEPING CAR MURDERS*, starring Simone Signoret, Yves Montand and Catherine Allegret. Being prepared for 1965 are such films as *PROMISE HER ANYTHING*, starring Warren Beatty and Leslie Caron; *REFLECTIONS IN A GOLDEN EYE*, to be directed by Tony Richardson; *THE MAN WHO WOULD BE KING*, starring Richard Burton with John Huston directing; Tennessee Williams' *THIS PROPERTY IS CONDEMNED*, starring Natalie Wood, also to be directed by John Huston; *ASSAULT ON THE QUEEN*, the story of an attempted holdup of the Queen Mary in mid-Atlantic, now being scripted by Rod Serling; *OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD*, starring Rosalind Russell and directed by Richard Quine; *THE DEEP FREEZE GIRLS*, *MY LAST DUCHESS*, Richard Rodgers' *NO STRINGS* and *THE OWL AND THE PUSSYCAT*, based on the current hit Broadway play.

## **is on Broadway**

The lights of Broadway glitter that much more with musical events like *FUNNY GIRL*, starring Barbra Streisand and Sydney Chaplin, and *THE OWL AND THE PUSSYCAT*, the highly-acclaimed comedy starring Diana Sands and Alan Alda. Other Seven Arts stage projects now being developed include *MRS. 'ARRIS GOES TO PARIS*, a musical based on Paul Gallico's novel; *FILM OF MEMORY* by Paul Osborn, and *FRENCH STREET* by Norman Krasna.

## **is on Television**

With its "Films of the 50's" from the major Hollywood studios, including Warner Bros., 20th Century-Fox and Universal. Among the Seven Arts' releases currently being telecast throughout the U.S. are such great films as *MAGNIFICENT OBSESSION*, *THE GLENN MILLER STORY*, *WILL SUCCESS SPOIL ROCK HUNTER?*, *A HATFUL OF RAIN*, *AUNTIE MAME*, *SAYONARA* and *MISTER ROBERTS*. In addition to feature films, Seven Arts also distributes other television programs, including the *BOSTON SYMPHONY ORCHESTRA TV Concert Specials*; *OUT OF THE INKWELL*, 100 5-minute cartoons in color; *EN FRANCE*, a series of half-hour French language entertainment-instruction films starring Dawn Addams; *CHURCHILL, THE MAN*, a half-hour documentary TV Special; *THE EMMETT KELLY SHOW*, a series of 39-half-hour children's programs, and *MAHALIA JACKSON SINGS THE STORY OF CHRISTMAS*.

## **is in Distribution**

The newly-formed Seven Arts Pictures is currently releasing an array of outstanding films in the United States and Canada. Included are *WHY BOTHER TO KNOCK*, starring Elke Sommer; *CURSE OF FRANKENSTEIN* and *HORROR OF DRACULA*, a unique double-creature feature; *THE CROOKED ROAD*, starring Robert Ryan and Stewart Granger, and *THE WILD AFFAIR*, starring Nancy Kwan and Terry-Thomas. Coming up in 1965 will be such fare as the prize-winning *TAXI FOR TOBRUK*, *SYMPHONY FOR A MASSACRE*, *MAEDCHEN IN UNIFORM*, starring Lili Palmer, Romy Schneider and Christine Kaufmann, *THE FACTS OF MURDER*, starring Claudia Cardinale; *THE RAVISHING IDIOT*, starring Anthony Perkins and Brigitte Bardot; *THE BATTLE OF AUSTERLITZ*, starring Leslie Caron, Orson Welles, Claudia Cardinale and Jack Palance; and *THE SLEEPING CAR MURDERS*.

## **is Entertainment**

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of "Sex and the Single Girl" to all of the local single, attractive, and available females. During the showing, a group of judges selected a surprise winner from the audience to serve as this area's candidate for Warner Bros. free flight to Hollywood, and the title of "Houston's Prettiest Single Girl." . . . Cal Ross, personal manager for singer Barbara McNair, who is currently appearing at the Continental Room, flew to New York for conferences with Otto Preminger. Miss McNair is wanted by Preminger for the movie, "Hurry Sundown." . . . Jack Zilker, owner of Photographic Laboratories, is negotiating with Chill Wills, Texas motion picture star, to play the lead in a documentary film, first to be shot in the new Texas size studio complex. . . . The Winkler D-I, operated by Stanley Warner of Texas, was the first D-I to install the new PRISM screens, made by George English, Inc., Berwyn, Pa. A similar type screen is to be installed by the circuit at their Circle D-I at Waco, Tex. The Jefferson Amusement Co., is also planning installation of a PRISM screen at the Don D-I, Port Arthur, Tex. . . . "A Shooting in Town," documentary film sponsored by the University of Houston's Department of Communication Arts, has been contracted by the United States Information Agency's Motion Picture Service for world wide distribution. The documentary, produced simultaneously with the Wharton, Tex., location shooting on "Baby, The Rain Must Fall," Pakula-Mulligan production for Columbia Pictures release, starring Steve McQueen, Lee Remick, and Don Murray, depicts the effect on a small American community by Hollywood motion picture troupe at work. . . . Actors Sal Mineo and Pat Wayne were visitors in Houston in behalf of "Cheyenne Autumn," at the Windsor Cinema. An exhibition of authentic Indian dances were presented by the Latonka Dancers in front of the theatre. The showing was to benefit the March of Dimes.

## JACKSONVILLE

The Christmas spirit of good will seemed to flow through the veins of this city's two leading motion picture reviewers, Judge May of the Florida Times-Union and William V. Means II of the Jacksonville Journal, as they spelled out for readers of their columns the outstanding variety and excellence of film attractions reaching local first-run screens for the Yule season. Both Judge and Bill are assiduous in attending advance screenings of first-run product, and their reviews are based upon what they have personally seen and heard, not upon pressbooks or publicity handouts. The Christmas opening of "Get Yourself a College Girl" at Sheldon Mandell's Five Points drew this tongue-in-cheek summation from Judge: "This should be sure-fire entertainment for the kids who are taking their school holidays seriously and want to improve their minds and increase their understanding of what passes for music. Other generations will be wise to note and observe what takes place in the film." . . . The grand opening of Herman B. Meiselman's new Royal Palm, 900-seat indoorer at Atlantic Beach, proved to be a first-run affair as it went on screen with "The Disorderly Orderly" while the same attraction went into its second week of playing time at Meiselman's Town and Country and the Cedar Hill, Jacksonville. . . . Kent Theatres also provided Duval County (Jacksonville) with a grand opening at Christmas-time when the first subrun of "Roustabout" went on the marquee of the new Neptune, Neptune Beach. . . . Closed for Christmas Eve were Carlton J. Carter's Ribault and Air Base



Expanding its midwestern distribution facilities, Embassy Pictures recently opened new offices in Chicago and above, left to right, at an open house reception are seen D. J. Edele, Embassy's general sales manager; Richard Beck, Oriental, Chicago; and Lou Steisel, assistant general sales manager.

drive-ins and Maurice Magnun's Lake Shore. . . . Jimmy Biddle, one of Florida's best-known exhibitor's is back in the saddle again at the Fay, Jasper, after acquiring it from Marvin Skinner, a local independent booker. . . . J. D. and Dotty Williams have shuttered their Alachua, Alachua. . . . Jimmy Dinkins, formerly of Charlotte, has joined the local staff of Dominant Pictures in the Florida Theatre Bldg.

## KANSAS CITY

Harold Lyon, longtime first-run theatre manager here, has joined Durwood Theatres as manager of its 664-seat Roxy Theatre, downtown deluxer. For many years with Blank Tri-States, Lyon managed the Paramount Theatre, almost next door to the Roxy, and most recently had been in the promotion department of Commonwealth Theatres. Stanley H. Durwood, circuit president, in making the appointment, said, "We think our key Roxy will provide a fitting outlet for the promotional flair for which Harold Lyon has become widely known." Another major re-assignment in the Durwood circuit is the promotion of George Kieffer to the new position of executive assistant to M. Robert Goodfriend, general manager. Kieffer had been in the office part of the time and also was managing the chain's Parkway twin theatres in the Ward Parkway Shopping Center. James LeRoy, who had managed the circuit's Embassy twins since they opened in late summer, has been named manager of the downtown Capri, hard-ticket house, where "My Fair Lady" opened Christmas Eve. LeRoy replaces Charles Doran, who has resigned. Ronald Waller, formerly at the Roxy, becomes manager of the Parkway twins, assisted by new staffer William Deuterman, while the Embassy post is being assigned to David Woolery, former manager of the Parkway Theatres. Edward Walden, former projectionist, is the new assistant manager of the Embassy twins, replacing Carl Ham who has been named manager of a Durwood drive-in theatre in St. Joseph. David Stevens is the new assistant manager at the Capri and James Sutherland is breaking in as aide to Empire manager Ralph Buhrmester. Donald Emmert, management trainee, will assist Lyon at the Roxy.

## NEW HAVEN-HARTFORD

Allen M. Widem, Hartford Times amusements editor-columnist, prefaced his Ten Best Films of 1964 listing with the observation, "Nineteen-sixty-four, fast fading into memory, won't be remembered for too much

of distinguished motion picture entertainment. Bulk of this year's product lineup adhered most assiduously to the anticipatory plotting procedure and principle accepted in previous 12-month spans." The 10: "That Man from Rio" (Lopert-UA); "The Carpetbaggers" (Paramount); "Behold A Pale Horse" (Columbia); "The Luck of Ginger Coffey" (Continental); "My Fair Lady" (Warner Bros.); "Mary Poppins" (Buena Vista); "One Potato, Two Potato" (Cinema V); "Robin And The Seven Hoods" (Warner Bros.); "The Finest Hours" (Columbia); and "Kiss Me Stupid" (UA). . . . Sal Adorno, Jr., owner-operator, Middletown Drive-In, Middletown, has been named achievements committee chairman of the Middletown Kiwanis Club. . . . Donn Iogha, southwestern Connecticut district manager for the Nutmeg Theatre Circuit, is writing a motion picture column for the weekly Mark Magazine, which appears in Fairfield county. . . . King Brown has resigned as general manager of the Redstone Theatres' dual theatre complex, Cinema 1 and Cinema 2, West Springfield, Mass., after several months in the position. His successor is to be announced shortly by Redstone district manager John P. Lowe. Brown was with Trans-Lux Theatres prior to joining the Redstone circuit. . . . Atlas Milford, Inc., owner of the rapidly-expanding Connecticut Post Center, suburban Milford, Conn., shopping center, has disclosed start of construction on a \$500,000 hard-top motion picture theatre. . . . The Park St. Investment Company's Central, West Hartford, reopened Christmas Day with "Emil and the Detectives" (Buena Vista), following a nine-day, \$15,000 remodeling-redecorating job. . . . James M. Totman, Stanley Warner zone manager, arranged third annual "Toys for Tots" holiday parties, sponsored by the U. S. Marine Corps Reserve, at the Roger Sherman, New Haven, and Cinemart, Hamden, admitting all children with presentation of one new or workable toy for distribution to the deserving. WNHC-TV's "Admiral Jack" and his small-fry revue, plus a cartoon screen show, were featured in both theatres.

## NEW ORLEANS

The Jerry Kennedys, he is manager of the 20th-Fox exchange, welcomed a daughter-in-law to the family with the marriage of son, Rip, in Bay St. Louis, the bride's native city. . . . The Saenger, Shreveport, La., launched an art policy on a road-show basis. . . . William R. Arnold, manager, Saenger, Shreveport, La., moved to New Orleans as house manager of the Saenger-Orleans. . . . L. C. Montgomery, Sr. and Jr., and their wives entertained the Joy employees at a Christmas party. . . . Charles Hopking, who had been house manager at the Saenger, Orleans, was transferred to Paramount Gulf Theatres' Paramount, Gulfport, Miss. J. E. Adams scheduled Dec. 26 to close the Dixie Drive-In, Columbia, Miss., until spring. . . . Donnie Franklin closed the Joy, Ringgold, La. . . . Gulf States Theatres have taken over operation of the 67 Drive-In Texarkana, from Ray Allen.

## PHILADELPHIA

Joseph E. Levine, president, Embassy Pictures, was in with his co-producers David Susskind and Daniel Melnick for press, radio-TV activities on behalf of their new legit musical, "Kelly" opening at the Shubert. . . . George Fishman, Warner Brothers studio representative in Washington, D. C., was named assistant to the executive director of the Presidential Inaugural in Washington on loan from Warner Brothers on January 20.





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## SAN ANTONIO

Lynn Krueger, manager, downtown Majestic, ace Interstate operation, booked a special attraction for teenagers at special morning matinees on Dec. 28, 29, 30, and 31. There will also be a special midnight show on Dec. 30. The special will be a filmed version in Electronovision of a rock and roll show titled "Teen Age Music International," which was recently presented on the stage of the Santa Monica Civic Auditorium. All seats will be sold at \$1 with no reserved seats. . . . The Alamo, Lackland, Mission, and Towne Twin D-I's were showing "Mutiny On The Bounty" and offering to the first 25 cars entering each D-I an illustrated book of "Mutiny On The Bounty" with pictures of all stars. The books were also being offered for sale in the concession stand of each ozoner at \$1.50. . . . The "Sunday Night Movie" on KONO-TV presented "Pocketful of Miracles," with the film currently the part of a double bill at the downtown Interstate Aztec, where Norman Schwartz is manager. . . . Interstate officials have announced that they will not show "John Goldfarb, Please Come Home," which was scheduled to open here on Christmas Day, in accordance with the temporary injunction granted the University of Notre Dame. . . . As is their annual custom, a number of the local D-I's will be closed on Christmas Eve so that that the staff and managers may spend the occasion with their families. . . . Vandals are breaking the neon tubing and attraction boards on the outside of the closed Kelly D-I. The ozoner is operated by Gulf States of Texas, Inc. . . . Local theatre owners and managers are not having any special family attractions at the majority of theatres during Christmas. The majority of films booked for showing in the downtown theatres are for adults only, or the message is far over the heads of the youngsters. Several of the suburban theatres are offering family entertainment, including the Broadway with its road show engagement of "My Fair Lady," and the Olmos opening the first run showing of Walt Disney's "Emil and the Detectives."

## SEATTLE

The New York court decision against 20th-Fox and its film comedy, "John Goldfarb, Please Come Home," has had local repercussions, as Evergreen Theaters, which had it scheduled into the Fifth Avenue after the Christmas feature, "Good-bye Charlie," decided to yank the film. It was also pulled out of the chain's main house in Portland, Oregon, where it was to open Christmas Day. . . . Pre-Christmas activities combined with a heavy snowfall to hold theater attendance, resulting in a slump in ratings. . . . A special children's 2-hour holiday show, "The Magic Christmas Tree" plus six cartoons, was presented at the Paramount Theater, Saturday, December 19th and Sunday, the 20th. All seats were 50¢ and no adults were admitted without children. . . . A cantata, commemorating the Nativity, was presented by East-erling Enterprises in the Palomar Theater, Monday (21st), Tuesday (22nd), and Wednesday (23rd). The cast was selected from the drama departments of the University of Washington and Seattle University. . . . Harold Harden, office manager at United Artists, is recovering at Swedish Hospital after emergency surgery Wednesday (10th). . . . Estelle Shilferth, MGM secretary, is recuperating in Seattle General after an ulcer operation last week. . . . Dave Dunkle, 20th-Fox salesman, was on vacation Christmas week. . . . "Kiss

Me Stupid" (UA) opened at the Blue Mouse for Christmas; "Good-bye Charlie" (20th-Fox) was the Christmas offering at the Fifth; and "The Americanization of Emily" was the holiday attraction at the new Town Theater.

## WASHINGTON

One of the area's most glittering motion picture openings in history took place on Dec. 1 with the gala Washington performance of Warner Bros. "My Fair Lady" at the Warner for the Center of Performing Arts and the International Rescue Committee. The guests of honor at the benefit showing were Audrey Hepburn and Rex Harrison, the stars of "My Fair Lady," Jack L. Warner, president of Warner Bros. and producer of the smash-hit; George Cukor, who directed the film in Technicolor and Super Panavision 70; and Mel Ferrer. Mrs. Lyndon B. Johnson, Mrs. Dwight D. Eisenhower, and Mrs. John F. Kennedy served as patrons for the evening, and British Ambassador and Lady Harlech were sponsors for the program. Among the guests were Vice-President-elect and Mrs. Hubert E. Humphrey, Miss Lynda Bird Johnson, Senator-elect and Mrs. Robert Kennedy, and representatives of government, Supreme Court, diplomatic corps, and local and New York society. Preceding the performance, Secretary of State and Mrs. Dean Rusk and the Chief of Protocol and Mrs. Angier Biddle Duke received at a cocktail buffet in the John Quincy Adams Room of the Department of State. From there, guests went to the Warner in specially chartered buses. Immediately following the presentation, special ticket holders attended a champagne supper dance at the British Embassy. Warner Brothers' Irv Blumberg, publicity representative, teamed up with Frank La Falce, director of advertising, Stanley Warner, in handling arrangements for the premiere. Also in from Warner Bros. New York office was Dick Lederer, national advertising and publicity vice-president, and Joe Hyams, publicity director.

## Simpson Leaves MGM

NEW YORK—The oldest employee of Metro-Goldwyn-Mayer International in terms of service, W. Lewis Simpson, 68, will retire on Feb. 1, 1965, from the company he joined more than 41 years ago, in July, 1923, it was announced by Maurice R. Silverstein, president of MGM International.

Simpson, managing director of Panama, from which post he supervises MGM activities in all of the Central American countries and Jamaica, will be succeeded by Arthur M. Herskovitz, formerly manager in Peru for Warner Bros.

In announcing Simpson's retirement, Silverstein stated: "For many years, MGM International has depended on Lew Simpson to open new doors and make new friends for us overseas. He is a pioneer of the motion picture industry in every sense of the word."

## Epic Joins IFIDA

NEW YORK—Michael F. Mayer, executive director of IFIDA, announced acceptance of an application from Eldorado Pictures International Corporation (EPIC), distributors of foreign product in the United States.

Representing Eldorado on the IFIDA Board will be Sal DiGennaro, with Daniel J. Rock as alternate.

Mayer stated that "IFIDA is delighted to have this distinguished new member of the importing-distributing fraternity among our ranks."

## Record-Breaking "Goldfinger" Goes On-And-On At DeMille

NEW YORK—James Bond has to work on his latest caper 24 hours a day, but it is no secret assignment.

Secret Agent 007, sometimes known in the International film world as actor Sean Connery, opened his latest fantastic film adventure, "Goldfinger," at New York's DeMille, and the public's reaction shook the entire Times Square area.

Because of the tremendous and constant turn-away business experienced at the DeMille on opening day, the management decided to keep the theatre open 24 hours a day.

The new DeMille schedule was to be in effect throughout the Christmas-New Year Holiday period with the exception of from 4 A.M. to 12 noon on Sunday, Dec. 27, ending Sunday, Jan. 3, at 4 A.M.

Also, the Coronet added a midnight showing to its daily schedule to meet the tremendous demand of East Side patrons.

"Goldfinger," which has broken the all-time opening-day house records at both the DeMille and the Coronet on Manhattan's East Side, comes to New York after having shattered every conceivable boxoffice record in England.

More than \$25,000 was raised at the American charity premiere of "Goldfinger" for the Lincoln Square Academy at Lincoln Center, it was announced by Vincent Sardi, Jr., chairman of the sponsor's committee.

The gala, black-tie event, which attracted thousands to the vicinity of the DeMille was attended by a capacity audience of more than 1400 elegantly clad notables of the entertainment world, society, business and government. Police barricades were used to hold back the crowds. Gold spot lights illuminated the theatre and the Broadway area, and a special gold carpet covered the entire sidewalk from the DeMille lobby to the curb. The specially equipped Aston Martin DB5 automobile, used in the film by Connery, was parked outside the theatre, where it was the focus of considerable interest. The police, particularly, were fascinated by its retractable machine guns.

All proceeds from the glittering, black-tie event were donated to the Lincoln Square Academy, a non-profit school for boys and girls in the performing arts, by Harry Saltzman and Albert R. Broccoli, producers of "Goldfinger," and United Artists, distributor of the motion picture. Saltzman and Broccoli flew here from England to attend the premiere.

A Golden Champagne Supper-Dance at the Grand Ballroom of the Hotel Astor followed the film showing. Emery Deutch and his Orchestra played at the midnight supper dance.

## Star Tour For "Spying"

NEW YORK—Barbara Windsor, star of "Carry On Spying," a Governor Films' New Year's release, will help publicize the picture's national playdates, it was announced by David Emanuel, company president.

Miss Windsor will make a round of personal appearances, including radio and television interviews, and will also meet with critics and newsmen. She is currently starring in David Merrick's Broadway hit, "Oh What A Lovely War."



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Sean Connery, Agent 007 in "Thunderball"

## Britain's Studios

# Going At Capacity

BY Jock MacGregor

■ "While 'From Russia With Love' is taking more money on ordinary release than ever before—" is how this survey opened last year. *This time for "Russia" please read "Goldfinger."* There seems to be no holding 007—James Bond, so strongly has he caught the imagination. This picture will top an incredible million pounds gross in the U. K. and qualifies for some 40 per cent Eady Levy on top.

Cubby Broccoli and Harry Saltzman have indeed found a magic formula. Not only has the series' success snowballed so that extended playing time is automatically increased with each, but "Dr. No" and "Russia," which were leaders in their respective years, are now being extensively and repeatedly re-booked for the happiest of returns. Already exhibitors are contemplating eagerly the 4th, "Thunderball" which goes into production under director Terence Young in February.

British production has been lucky for United Artists. Despite the long, hot summer, The Beatles' "A Hard Day's Night" acquitted itself with financial laurels. "633 Squadron" was another hit ("Shot in the Dark" is a '65 release) and "Tom Jones" has continued to run up a record dimensional gross for a second year. Indeed, there is an increasing number of bookers who turn to "Tom" or "Bond" when doubting a new release. These pictures could have the greatest residuals ever. There seems no reason why "Tom" cannot be played for years.

Outstanding as the exceptional hits have been, the misses, even with a circuit booking, have been equally disastrous and it is a sign of the times that most distributors would be in a sorry state if it were not for their British product. With few notable exceptions, the general run-of-Hollywood pictures fails to catch the imagination here and sales chiefs are faced with the difficulty, not to say plain embarrassment of explaining to American associates why their pictures have not matched the British releases at the boxoffice.

The enormous success of British pictures is best reflected in the fact that, while Board of Trade figures show attendances are still down, their rentals are nearly a million pounds up on the year. In turn, overseas returns are encouraging and many (particularly those handled by major distributors) are being extensively shown in the United States—though not all exhibi-

tors are conscious of their origin, so international have they become.

We can expect further success in this direction in '65. British studios are working to capacity, have had no winter layoffs—not even for Christmas—and bookings are heavy for the future. Every major distributor is involved in production here. Even Paramount, who were active prewar but dropped from the scene, found in the Cy Enfield-Stanley Baker production, "Zulu," their biggest money-maker of the year and sponsored Hal Wallis' "Becket" which, with Richard Burton and Peter O' Toole starring, is still being successfully road shown.

They have near completion one of the most expensive pictures on current schedules, "The Amorous Adventures of Moll Flanders," starring Kim Novak, George Sanders, Vittorio de Sica, Lilli Palmer, Angela Lansbury and Richard Johnson (who could be the male discovery of '65). Based on the classic period romp around 18th Century four-posters, it is understood that, should Moll ever sing a duet with Tom Jones, it would be "Anything you can do I can do better." Marcel Hellman produces and Terence Young directs.

In the New Year, Paramount will back Martin Ritt's "The Spy Who Came In From The Cold," which will be made at the resuscitated Ardmore Studios in Ireland with Richard Burton. They will also release in America Regal International's "Dr. Terror's House of Horror," with a cast of horror specialists. Milton Subotsky and M. J. Rosenberg produced with Freddie Francis directing.

MGM is not only bolstering its international release program with pictures from its fine Borehamwood Studios but is also handling independent product. No less than nine subjects are in various stages of completion and more are planned for the year. First to be seen will be Anatole de Grunwald's "The Yellow Rolls Royce," which claims to have the largest international cast of the year including Ingrid Bergman, Rex Harrison, Shirley MacLaine, Jeanne Moreau, George C. Scott, Omar Sharif and Alain Delon, and, of course the beautiful yellow Rolls itself. Anthony Asquith has directed in Panavision and color.

Panavision and color is also being used on "Operation

(Continued on page 38)



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# British Report

Continued •

(Left) Dirk Bogarde and Tom Courtenay in "King and Country"  
(Right) Vincent Price in "The City In The Sea"



(Left) Eric Morecambe, Sid Green, Dick Hills, and Ernie Wise in "The Intelligence Men"  
(Right) Sue Lloyd, Michael Caine, and Gordon Jackson in "The Ipcress File"



Crossbow," the Carlo Ponti production which Michael Anderson has directed on an extended schedule. Great things are expected of this espionage thriller above Allied efforts to locate the Nazi's secret weapons, in which George Peppard and Sophia Loren star, and it may well be a road show presentation initially. Editing is John Ford's "The Young Cassidy," which concerns Sean O'Casey's youth and was shot mainly in Ireland by producers Robert Graff and Robert Ginna. Also in the cutting room is MGM-Seven Arts' "The Hill," which Ken Hyman produced and Sidney Lumet directed mainly on location in Spain.

Three pictures are shooting; Andrew and Virginia Stone's "The Secret of My Success" with Stella Stevens, and Shirley Jones; the L. P. Bachman mystery thriller, "The ABC Murders," with Tony Randall and Anita Ekberg; and Val Guest is on location in Lebanon for "Passport to Oblivion," with David Niven and Françoise Dorleac.

MGM is also handling two James Carreras-Hammer Film productions: "Hysteria," with Lelia Goldoni, and "She." This is Hammer's most ambitious enterprise. Produced by Michael Carreras and directed by Robert Day with Ursula Andress starring, it was shot at the Associated British Elstree Studios. Hammer is also completing there (for Columbia release in America) an Anthony Hines production "Fanatic," with Tallulah Bankhead and Stephanie Powers, and "The Brigand of Kandahar," with Oliver Reed and Yvonne Romain. Already an outstanding box office combo in the U. K. "The Gorgon" and "Curse of the Mummy's Tomb" has yet to have its American release fixed. Another Hammer picture, "The Secret of Blood Island," which Quentin Lawrence directed and A. Nelson Keys produced with Barbara Shelley, goes out through U-I.

Associated British has mainly been concerned with tv series production of late but has five pictures which have registered big at the boxoffice here, available for America. Cliff Richard's new musical in Technicolor and Techniscope, "Wonder-

ful Life," has demanded extended playing time and The Box's "Rattle of a Simple Man" registered among the biggest takes of the year. The critics may not have liked it but it certainly has the common touch. After a very successful release, "The Bargee," with Harry Corbett and the irascible Hugh Griffith, is enjoying heavy repeated bookings. Patrons are finding much of Tom Jones in the bawdy romances of this present day Casanova of the canal locks. "Crooks in Cloisters" and "What a Crazy World" have scored as happy go lucky romps.

The biggest picture to be made at the Associated British Elstree Studios awaiting release is Warner Brothers "The Affair at the Villa Fiorita," which Delmer Daves produced and directed with Maureen O'Hara, and Rossano Brazzi. Now additional stages and services are being built, but in the meantime, some companies who distribute through the affiliated Warner Pathe have been unable to get stage space and have been shooting at Rank's Pinewood Studios elsewhere.

American International, in association with Anglo Amalgamated, made the chiller, "The Last Tomb of Ligeia," which has opened to most encouraging business here at Shepperton and is now using Pinewood for Edgar Allan Poe's "City in The Sea" with Vincent Price, Tab Hunter, David Tomlinson and Susan Hart starring under director Jacques Tourneur. This will be followed immediately by the science fiction thriller "The House at the End of the World."

Long a staunch supporter of Pinewood facilities is Peter Rogers, whose celebrated "Carry On" series has become a national institution. His latest chuckle, "Carry On Cleo" (based on an original idea by William Shakespeare!) presents Roman history as it has never been seen before. Quite audacious in its humor, this is vintage corn beautifully filmed in color. It is the most spectacular yet, and director Gerry Thomas gets strong support from such favorites as Kenneth Williams (Caesar), Sidney James (Mark Anthony), Charles Hawtrey

(Continued on page 40)





HARRY SALTZMAN & ALBERT R. BROCCOLI

PRESENTS

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Directed by

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IN PRODUCTION FEBRUARY 1965



# BRITISH REPORT

*Continued* •

(Seneca), Joan Sims (Calpurnia), and Amanda Barrie (Cleo). The Jack Hanbury musical for Anglo Amalgamated-Warner Pathe release, "One Day in London," is being shot at Pinewood with Sid James and Joe Brown.

Rank Productions are winding up Betty E. Box's "The High Bright Sun," a drama of the Cyprus troubles which Ralph Thomas has directed with Dirk Bogarde, George Chakiris and Susan Strasberg also "The Intelligence Men," a color comedy which introduces the international TV personalities, Morecambe and Wise, to the big screen. Hugh Stewart produced and Robert Asher directed. This team was responsible for Rank's most successful film of the year, "Stitch in Time," starring Norman Wisdom, which has yet to play the U. S.

Following the successful participation in a number of Sam Bronston's Spanish Epics, Rank strongly favors coproduction on big subjects with American companies. Near completion in this field is "The Ipcress File," an espionage thriller. Starring Michael Caine and Susan Lloyd, it is being produced by Harry Saltzman and directed by Sidney Furie in association with Universal-International.

Shooting has started on the \$5,500,000 Anthony Mann pro-



The Duke of Windsor and Jack LeVien in "A King's Story"

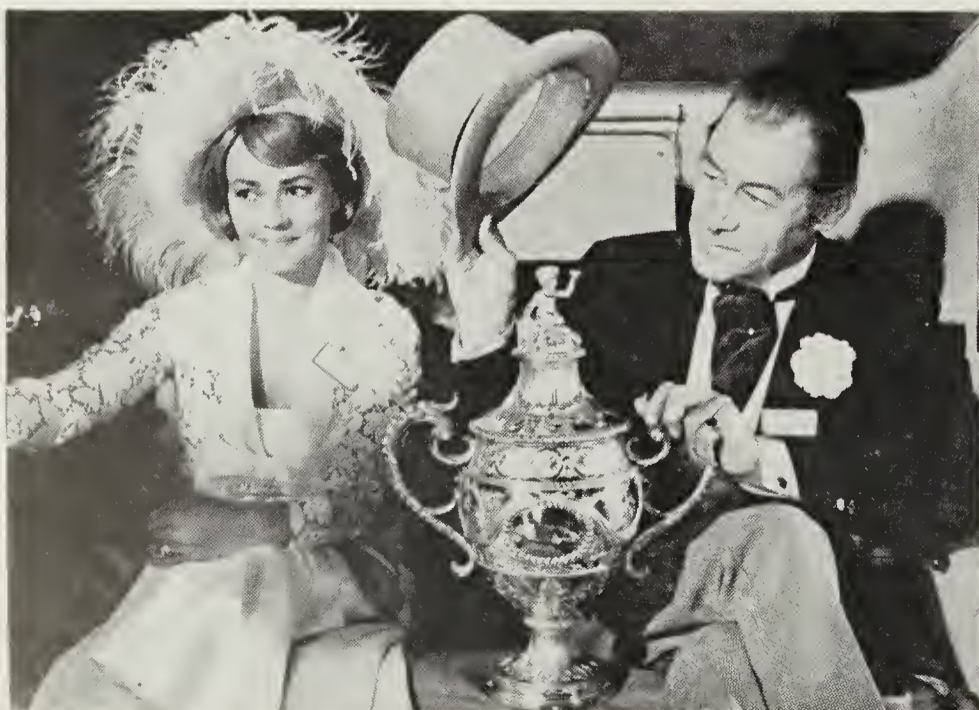
duction tentatively titled "The Heroes of Telemark," with locations in Norway covering the wartime commando raids on the heavy water installations. This is being made in association with Columbia and stars Kirk Douglas, Richard Harris and Sir Michael Redgrave. Ben Fisz produces.

Pinewood is also the centre for most 20th-Fox, Disney and United Artists activity here. The finishing touches are being put to Fox's Todd AO presentation "Those Magnificent Men and Their Flying Machines," a gay comedy spectacular about the early days of aviation with a cast headed by Stuart Whitman, Sarah Miles, Terry Thomas and Alberto Sordi. Ken Annakin directed.

In the cutting rooms is Fox's "High Wind in Jamaica," which Alexander MacKendrick directed mainly on location in the Carribean with Anthony Quinn and James Coburn starring. Walt Disney is completing "The Legend of Young Dick Turpin," with David Weston starring under James Neilson's direction.

UA has in the Pinewood cutting rooms the Michael Relph-Basil Dearden production, "Masquerade" in which Cliff Rob-

*(Continued on page 42)*



Rex Harrison and Jeanne Moreau in "The Yellow Rolls-Royce"



Rod Taylor and Maggie Smith in "Young Cassidy"



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ANATOLE DE GRUNWALD'S

→ → **THE YELLOW ROLLS-ROYCE** ← ←

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# British Report

Continued •

ertson, Jack Hawkins and Marissa Mell star. On location, UA is shooting "The Knack." Rita Tushingham stars and Dick Lester directs. Awaiting release are Frank Ross' "Mr. Moses," which was shot in Kenya with Robert Mitchum, Carroll Baker and Ian Bannen; Woodfall's "One Way Pendulum," with Eric Sykes; and "Ferry Cross the Mersey," a pop musical with Gerry and the Pacemakers and Cilla Black.

At Shepperton, Columbia is putting the finishing touches to "Lord Jim." The Conrad classic produced and directed, mainly in Cambodia, by Richard Brooks, with Peter O'Toole, Daliah Lavi, Eli Wallach, Paul Lukas, Jack Hawkins, James Mason and Curt Jurgens, has a built in cache of importance. Unseen, it has been chosen for the Royal Film Performance next February before starting road show engagements. It has been shot in Super Panavision 70. Currently shooting for Columbia is James B. Harris' "The Bedford Incident." This tale of a U.S.N. destroyer's patrol in Arctic waters and its dogging by a Russian submarine stars Richard Widmark, Sidney Poitier, Martin Balsam and James MacArthur.

Columbia has two other interesting British productions. Jack Le Vien is completing "A King's Story," based on the

Duke of Windsor's memoirs, and is receiving his fullest cooperation. Following the successful formula he used on Churchill's "The Finest Hours," Le Vien is combing thousands of feet of newreel footage and shooting new material at Britain's royal residences and question and answer sessions with the Duke at his Paris home.

In Kenya, Sam Jaffe and Paul Radin are producing "Born Free" for Carl Foreman and Columbia release. It is based on Joy Adamson's best seller about a tamed lioness, with Virginia McKenna and Bill Travers starring under James Hill's direction.

Shepperton has also been used for Joseph Janni's sophisticated comedy drama, "Darling . . ." which John Schlesinger directs with Laurence Harvey, Dirk Bogarde, and Julie Christie, and the comedies with music, "I've Got A Horse" and "Gonks Go Beat," all of which are for release through Anglo Amalgamated-Warner Pathe. Kenneth Rive shot "Lion Man," with Dennis Price, at Shepperton for Gala distribution. Bob Lippert and Jack Parson made a series of programmers there for 20th-Fox, which includes "Trouble Waters" with Tab Hunter, "Curse of the Fly" with Brian Donlevy, and "Space Flight IC-1." Maurice Wilson also used Shepperton for his Grand National musical "Everyday's a Holiday."

British Lion, owner of Shepperton, has not fully recovered from last year's troubles, but has one picture in the final stages of production, "Joey Boy," directed by Frank Launder and produced by Leslie Gilliat. They are also releasing Play-Pix's "The Uncle," directed entirely on location by Desmond Davis.

(Continued on page 44)



Sid James and Amanda Barrie in "Carry On Cleo"



The Shadows, starring in "Rythm 'N' Greens"

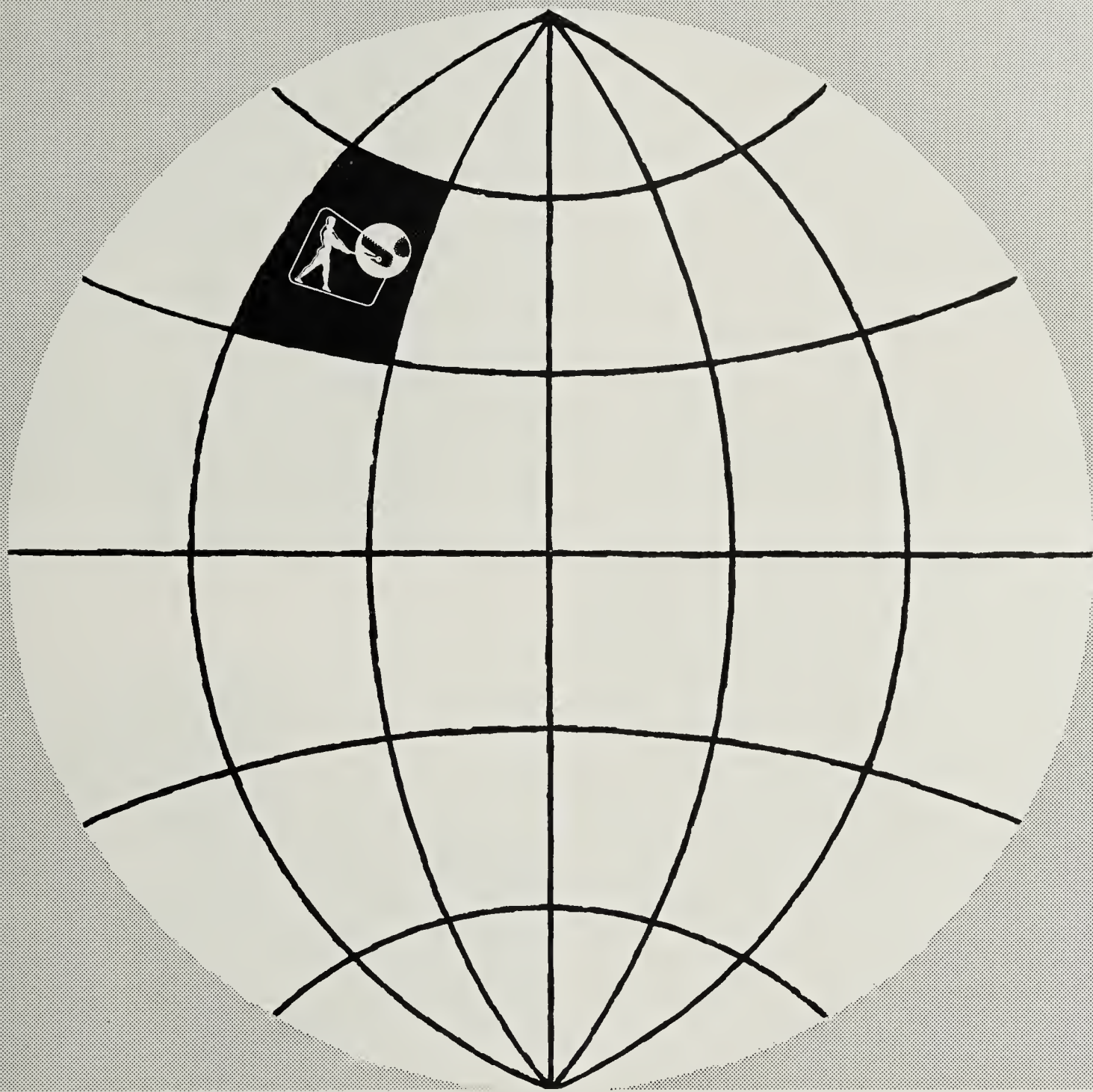


Ray Charles in "Ballad In Blue"



Harry E. Corbett, Julie Foster, and Hugh Griffith in "The Bargee"





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THE MAN WITH THE GONG  A MAN OF MANY SKILLS



# BRITISH REPORT

(Continued)

The company to make the most progress during the year has been Compton, headed by Michael Klinger and Tony Tenser. Already making their mark at British boxoffices are "Black Torment," a period shocker-chiller in color, and "London in the Raw," a color expose of the city's night life. Now shooting is a sequel, "Primitive London," "The Windmill Girls" (which is appropriate since Compton has bought and converted the famous Windmill Theatre into a cinema) and "The Pleasure Girls" all of which are planned for the exploitation market. Also readying for release is Roman Polanski's "Repulsion," which Gene Gutowski produced at the Twickenham studios with Catherine Deneuve starring.

These are films which with few exceptions have to be seen in the American market. To these will be added the many subjects which are being lined up like UA's "Khartoum" and Columbia's "To Sir, With Love" but will not be available until the year's end at the earliest—whereas most mentioned will be available to bolster programs during the first half of '65.

With this home product to augment the Hollywood output the British exhibitor would appear to be in far happier position than his American cousins regarding program planning. In turn, he operates in a buyers market. While he may grouse about the two circuits and allege domination with very little to substantiate this, he does not have to combat bidding or the irregular release of product.

Here, the ABC and Rank circuits have a big say in when pictures go on release and it works out now as two programs weekly—and I certainly can recall no complaints about this from the independent exhibitors who automatically take one if it is available to them. They get the full benefit of the same support of co-feature in most cases—and the circuit's and distributor's advertising. Rentals remain reasonable.

The complaint here comes from the distributors, American and British alike, for the pictures not being put out and sold entirely as they require and I am pretty sure it would do some American exhibitors good if they could hear them talking! Too, there is refreshing new thinking in some distribution circles where it is realized that with the reduction of theatres through rationalization and redundancy, it is better to go after an extended run with a hit and make a fortune than to insist on the booking of other pictures, which may result in adjusted terms.

Britain's big problem is the threat of revised legislation affecting the industry. The Cinema Exhibitors Association and the British Film Producers Association favor a continuance of present arrangements, but others. . . .

This is a pity for most in the industry in Britain are doing pretty nicely, really.



Dirk Bogarde and Susan Strasberg in "The High Bright Sun"



Tony Randall in "The A.B.C. Murders"



Shirley Jones, and James Booth in "The Secret Of My Success"



**DURING**

**1965**

**PETER ROGERS PRODUCTIONS**

**will continue to**

**CARRY ON**

*Et bonne chance aussi*



# The Look Ahead

■ MOTION PICTURE EXHIBITOR, about to start its 47th consecutive year of publication, is more than just another year older. Like any person or institution, we have deepened our debts considerably. With indebtedness—be it for new understanding, favors, the rewards of hard work—comes a stronger sense of affiliation.

As each year draws to a close, we sit back for a moment of reflection, wondering just what we have accomplished and what looms in the months ahead. We wouldn't be worth our journalistic salt if our guess wasn't just a little bit better than the next man's, and from our position, the big story of 1965 will involve, in one form or another, censorship of films. A showdown has been shaping up since World War II when, once and for all, America swallowed its reservations about buying stock in the world community.

One of the really difficult things in life is going out of your way to find out how the other guy lives, especially if his standards are suspect. Still on every front, be it in business, politics, industry, or religion, we can see intensely stepped-up contact between peoples of the world.

From the acquisition of scripts to the final allocation of prints, the motion picture industry is an international enterprise today. The men involved in foreign sales, for instance, carry a lot of weight with some companies earning more from rentals abroad than in the U. S.

Consider the fact that many of the films that get into censorship trouble are of foreign origin. A lot of the dissatisfaction registered by censor groups represents a closed-door attitude toward life across the world or across the tracks here at home.

As businessmen, neither exhibitors nor distributors relish being branded as corruptors of youth, or irresponsible profiteers. The industry is well aware of its power to educate, to mold attitudes, to inspire, to entertain. This power carries a deep responsibility to wield it with intelligence, sensitivity, and taste. However, we suspect that what goes on in a brothel will continue to shock and offend some, no matter how well it is filmed, and as cameras are turned on life in all its phases, lofty and low, we will have to face increased resistance to the alien and unknown.

As state and national legislatures prepare to convene, industry leaders should map more effective steps to combat this well-meaning but misplaced paternalism. The real answer is not in challenging each bill but in making all who are responsible for unconstitutional and unworkable censor and classification measures aware of the real issues at stake. There now exist plenty of enforceable laws to protect the public from the pornographer and the quick-buck artist.

Before anyone gets the idea that this is an effort to whitewash the industry of all charges by individuals and groups concerned with morality in motion pictures, we hasten to add that public unrest and concern is not entirely without foundation. It may be true that any subject can be filmed if film-makers are men of serious purpose and taste. However, such is not always the case. There are those among us (and we don't mean just the fast-buck indie producer) who find it all too easy to appeal to the worst in the public's insatiable appetite for entertainment. It is not hard to cater to instincts that have been dulled and warped by a never-never land approach to life and sex fostered by interests who cloak greed in terms like "motivational research" and "market analysis." It is far harder to comment validly on life than many glib film-makers seem to think. Too often, their satire is really smut and their realism is vulgarity.

Film entertainment must seek the widest available audience. There is nothing wrong in that. However, it must not degrade that audience. If it does, then those who cry for censorship and classification may well be on the side of the angels.

It has been estimated by those who know whereof they speak that expenditures for construction of new theatres may well reach \$100,000,000 in 1965. The figure was close to that in 1964. Let us fill all these bright new screens with the kind of film entertainment that will make us worthy of the public's confidence and respect.

1

9

6

5



**HENRY HATHAWAY**



# Columbia



■ IF THE INDICATORS at Columbia Pictures are accurate, the coming year should be an excellent one for Columbia and for the motion picture industry in general. It's pleasant to begin a new year with such optimistic signs as these:

Attendance figures, for the first time in years, are on the rise both here and abroad. Foreign markets are expanding, and the population increase is continuing to yield millions of new movie fans the world around.

At the exhibition level, newer and more comfortable theatres are in evidence everywhere. Last year alone, 300 new houses were either opened or under construction and nearly 700 theatres were completely modernized.

At Columbia Pictures, the future is being fortified with an increasing roster of outstanding producers, directors and artists that should assure the company a continuous flow of top product at the very time that audiences are large and increasingly affluent.

As an especially important investment in the future, Columbia continues to develop new young people in all phases of production, and backstops its search with a newly instituted training program both in Hollywood and abroad.

Columbia's summer business was excellent and figures now available show net earnings for the fall quarter reflecting one of the best first quarters the company has had in recent years.

Finally, Columbia has assembled what it feels is one of the most important motion picture release and production programs in its history. The public is demanding quality and variety, and Columbia, in turn, has sought out the unusual in stories, the finest in film makers and a high caliber of talent—both dramatic and technical—to insure boxoffice success.

The list of motion pictures ranges in subject matter through high adventure, suspense, science-fiction, powerful drama, comedy, spectacle, and unusual documentary themes. Many were filmed in original settings of great beauty to enhance the entertainment values of the subject, and provide an authenticity and background which no other entertainment medium can offer.

Here is a description of this array of films designed to maintain Columbia's reputation for fine motion picture entertainment:

The famous Joseph Conrad high adventure, "Lord Jim," is brought to magnificent life by Richard Brooks with an outstanding cast headed by Peter O'Toole, James Mason, Curt Jurgens, Eli Wallach, Jack Hawkins, Paul Lukas, Akim Tamiroff and Daliah Lavi. Filmed in the far corners of the Far East, this film will have a Royal Command Premiere in February in London and open the same month as a reserved-seat engagement in New York.

An epic story of the southwest in Civil War days, "Major Dundee" stars Charlton Heston and Richard Harris. Filmed in the United States and Mexico, this Jerry Bresler production, in color, directed by Sam Peckinpah, sets a new high in outdoor adventure.

Based on one of the great novels of this era, Stanley Kramer's production of Katherine Anne Porter's "Ship Of Fools" tells a universal story of personal relationships, with

an outstanding cast including Vivien Leigh, Simone Signoret, Jose Ferrer, Les Marvin, Oskar Werner, Elizabeth Ashley, George Segal, and other major players.

The best-selling novel "King Rat" is the basis of a powerful film story of a Singapore prison camp during the last war, with Bryan Forbes directing and James Woolf producing. A major male cast includes Columbia's fast-rising young star, George Segal.

William Wyler has filmed "The Collector," one of the major best-sellers of recent years, starring Terence Stamp and Samantha Eggar in a taut and terrifying story of suspense.

Filmed against colorful European background and with a cast of thousands, headed by Stephen Boyd, Omar Sharif, James Mason, Telly Savalas, Robert Morley, and Francoise Dorleac, "Genghis Khan," tells the bold and picturesque story of one of the great leaders of history under the direction of Henry Levin, with Irving Allen producing.

Warren Beatty is "Mickey One" in Arthur Penn's suspenseful drama of a young entertainer fleeing the vengeance of mobsters. It was filmed on location in Chicago.

Highly popular Steve McQueen is teamed with Lee Remick and Don Murray in "Baby The Rain Must Fall," a dramatic story of the present-day southwest, produced by Alan Pakula and directed by Robert Mulligan from a screenplay by Horton Foote—the same team responsible for "To Kill A Mockingbird."

Against the lush and romantic background of Acapulco, Lana Turner, Ruth Roman, Cliff Robertson, Hugh O'Brien, and Stefanie Powers star in Jerry Bresler's "Love Has Many Faces," a modern drama of the jet set.

Virginia McKenna and Bill Travers play Joy and George Adamson in the screen version of Mrs. Adamson's worldwide best-seller, "Born Free!" Carl Forman is executive producer in association with producers Paul Radin and Sam Jaffe.

One of the most unusual and highly publicized stories of recent years is that of "Synanon," a remarkable experiment in the rehabilitation of drug addicts. This is the story Richard Quine is bringing to the screen with Edmund O'Brien, Stella Stevens, Eartha Kitt, Richard Conte, and newcomer Alex Cord.

"Die! Die! My Darling" brings Tallulah Bankhead back to the screen. Stefanie Powers is involved with her in a suspense-laden story of madness and fear.

A roaring western with the fiery title role played by Jane Fonda is "Cat Ballou," produced by Harold Hecht and co-starring Michael Callan, Lee Marvin, Dwayne Hickman, Nat



"LORD JIM"



King Cole, and Stubby Kaye.

Kirk Douglas heads the cast of Anthony Mann's "The Unknown Battle," to be filmed along the fjords of Norway and depicting a vital commando raid against the enemy during the past war.

An American destroyer on patrol in the North Atlantic finds itself the center of a fateful controversy in "The Bedford Incident," a tense and thrilling film starring Richard Widmark and Sidney Poitier. James B. Harris is producing and directing the film.

On the Columbia horizon is a group of motion pictures currently being prepared for production during the coming months. Varied in content, many based on important literary or dramatic properties, these films are being carefully tailored as to script, cast, and technical requirements in order to realize their maximum potential as major screen entertainment.

Sam Spiegel, winner of this year's Irving Thalberg Award and four-time Academy Oscar recipient, is preparing three films, "The Chase," with a screenplay by famed dramatist Lillian Hellman; as well as "The Night Of The Generals," the best-selling story of intrigue in World War II; and "The Innocent."

Coming from producer Jerry Bresler will be "Bent's Fort," a major story of the winning of the west based on the widely-circulated book.

Following "Lord Jim," Richard Brooks is planning to film the critically-acclaimed novel, "Catch 22," by Joseph Heller, a wildly hilarious comedy.

Frank Capra, one of the screen's most honored award-winning creators, is readying "Marooned," a thrilling story of an astronaut lost in space.

Carl Foreman will produce, write, and direct a major film based on the early, action-filled years of Winston Churchill as soldier, journalist, and adventure.

William Frye, one of television's most skilled producers, will provide a comedy based on the book, "Life With Mother Superior," as well as several other properties scheduled for early production.

Stanley Kramer, noted independent film-maker, will turn to the epic story of the Civil War, "Andersonville," by MacKinlay Kantor, as his next Columbia production following "Ship Of Fools."

Irving Pincus, another talented craftsman from television, has "Three On A Couch," a topical, modern-day comedy, and "Jigsaw," a romantic suspense-comedy, on the drawing board for an early start.

Producer-director Otto Preminger will offer "Bunny Lake Is Missing" as his next Columbia production, bringing to the screen a spine-tingling, mystery-suspense story.

Mark Robson will produce and direct the widely-heralded "The Centurions," which deals with paratrooper action and high adventure in recent colonial wars.

The excitement of the missile age will be translated into screen terms by Robert Rossen with his production "Cocoa Beach," a story of the colorful new frontier town near Cape Kennedy.

Charles H. Schneer has two important projects in work. One is "Wagon Trail To Salt River," a big outdoor action film, and the other is "You Must Be Joking," a slapstick comedy with an Army background.

The famed and colorful half-carnival, half-cultural explosion which rocked America will be depicted in producer Sol Siegel's "Chautauqua." Siegel will also bring "The Richmond Story" with a Civil War background to the screen.

David Swift, who was responsible for directing such previous hits as "The Interns" and "Under the Yum Yum Tree," and produced and directed 1964's success, "Good Neighbor

Sam," will be putting "Ex-Wife" into work to add to his highly successful Columbia roster.

With James Woolf producing, the distinguished musical hit of two continents, "Oliver," will be a high spot of Columbia's forthcoming line-up. In addition, Woolf is scheduled to produce the screen version of the play, "The Time Of The Barracuda."

Producer Max E. Youngstein is readying "A Cook For Mr. General," based on the Broadway comedy; "The Green Beret," a rousing story of our newest special forces; and "The Man Who Shot Lincoln," a dramatic and suspenseful view of the intrigue surrounding the death of the Civil War president.

Two important properties for which producers have not as yet been assigned are "Dylan," the highly-praised drama about Dylan Thomas, the noted Welsh poet and playwright; and "A Mule For The Marquesa," a new and exciting Western story of Pancho Villa days.

The definitive and all-encompassing screen version of the Battle of the Bulge will be seen in "The Sixteenth Of December," set for production in 1965 with the full cooperation of the Department of Defense.

Based on one of the most widely-read secret agent series of the day, the tentatively titled "Matt Helm Project" will see a new and unique suspense-adventure hero in a tension-filled motion picture.

## Metro-Goldwyn-Mayer

By MORRIS E. LEFKO

SEVERAL WEEKS AGO, a story appeared in the trade papers revealing that MGM's president, Robert H. O'Brien, accompanied by several of our top executives, including myself, had traveled to London for a screening of some of our upcoming product, and that all of us returned very excited about what we saw there.

As exhibitors well know, I rarely go off the deep-end and rave about a film unless I honestly believe that it is outstanding and has exceptional boxoffice potential. Well, one of the films we viewed in London, "The Yellow Rolls-Royce," is that kind of film, one that I feel will be a blockbuster and



"THE SANDPIPER"



will justify the great expectations MGM has for it.

All of us at MGM are convinced that "The Yellow Rolls-Royce" will be in contention for boxoffice champion of the year honors in 1965. It has a magnificent cast that includes double Academy Award-winner Ingrid Bergman, Rex Harrison, Shirley MacLaine, George C. Scott, Jeanne Moreau, Alain Delon (who is presently completing his first American-made film for MGM, "Once a Thief") and Omar Sharif (who was nominated for an Oscar for his outstanding performance in "Lawrence of Arabia" and is going to portray the title role in "Dr. Zhivago"), as well as Art Carney, Edmund Purdom, and Joyce Grenfell. The photography—it was filmed in Eastman Color and Panavision—is superb and ranks with the best I have ever seen, and the film's brilliant musical score features a song, "Domani," which I predict will be one of the big hit tunes of the year.

Exhibitors with whom I have talked are eagerly awaiting the playing of "Yellow Rolls-Royce." The press coverage has been exceptionally wide and forecasts a ready-made audience. We are equally convinced that once this film is shown, the word-of-mouth recommendations that will be generated will provide boxoffice sustaining power greater than that of "The Unsinkable Molly Brown."

Another film we viewed in London was "Operation Crossbow," produced by Carlo Ponti and directed by Michael Anderson, the director of "Around the World in 80 Days" and other outstanding films. "Operation Crossbow," which stars Sophia Loren, George Peppard, Trevor Howard, John Mills, and Tom Courtenay, has the same kind of appeal as "The Guns of Navarone." It is difficult to describe in words the degree of excitement that this dynamic film will instill in viewers, but I know that all who see it will agree that it is as exciting as any film made in many years and will prove to be an outstanding success at the boxoffice.

We also had the pleasure while overseas to see "Young Cassidy," which stars Rod Taylor and Maggie Smith, the duo that gave such a wonderful performance in "The V.I.P.s," and Julie Christie, a striking young actress who exudes sex and is currently one of the most talked-about newcomers, both here and abroad. (In fact, it was her extraordinary performance in "Young Cassidy" that convinced MGM that she was the girl to play "Lara," the romantic interest of the title hero in "Dr. Zhivago.") "Young Cassidy," which is based on the early life of late, famed Irish playwright Sean O'Casey, is a brawling, lusty, exciting love story which should please all types of audiences.

In addition to the three fine films described above, MGM's exceptional line-up of forthcoming releases includes:

"The Sandpiper," directed by Vincente Minnelli and produced by Martin Ransohoff, stars Elizabeth Taylor, Richard Burton, and Eva Marie Saint. The newspapers have given tremendous space to this film, and at present there seems to be more of the right kind of publicity about Miss Taylor and Burton than ever before. The script is wonderful, one of the best I have ever read, and there is no doubt that it will be one of the top boxoffice attractions of next summer.

"Girl Happy," our next Elvis Presley film, will be our Easter release. I think it is an exceptionally entertaining film, filled with lots of beautiful girls and songs which are bound to be hits.

"Clarence, The Cross-Eyed Lion," an Ivan Tors production, will be another Easter release. A comedy about a cock-eyed lion, it is one of the fine family-type films for which Tors, producer of "Flipper," is noted.

"Joy In The Morning," is an interesting story adapted from a novel by Betty Smith, who wrote the famous best-seller, "A Tree Grows in Brooklyn." This sensitive film stars Richard Chamberlain and Yvette Mimieux, a magnetic team with just

the right amount of boxoffice chemistry, as two young newly-weds.

"36 Hours," a Perlberg-Seaton production, has been selected by Radio City Music Hall as its first attraction of 1965. It has the flavor and suspense of the type of films that were formerly made by Alfred Hitchcock. Scheduled for February release, it stars James Garner, Eva Marie Saint, and Rod Taylor.

I could go on and on and tell you about many other films, but it would take pages and pages. As the trade papers have widely reported, Mr. O'Brien has announced that we are planning our production slate two years in advance, and the films that are now before the cameras or will soon roll, feature such stars as Sophia Loren, Paul Newman, David Niven, Steve McQueen, Ann-Margret, Tuesday Weld, Patricia Neal, Glenn Ford, Elke Sommer, Rita Hayworth, Doris Day, Sidney Poitier, Margaret Rutherford, and many others of equal boxoffice magnitude.

We also have purchased many important books and plays, all of which will have outstanding casts, with top producers, directors and writers. This is our 40th anniversary, and we at MGM take pride in the belief that "Life Begins at Forty."

## Paramount



By CHARLES BOASBERG

■ 1965 IS HERE, bringing with it the greatest line-up of pictures in Paramount's history!

Under the leadership of its president, George Weltner, Paramount Pictures is embarked on its most ambitious production and distribution program ever. At latest count, our studio calendar lists over 60 pictures in various stages of completion, production, or distribution, and there are many more in the offing.

In view of all this activity, 1965 promises to be a banner year for Paramount and its customers. We have some of our



"IN HARM'S WAY"

biggest productions geared for release, backed by the type of all-out merchandising and marketing campaigns that have won plaudits for Paramount throughout the industry. I'm

(Continued on Page 54)



Jerry Ferris



# Scene Stills—

HERE'S A PHOTO SNEAK OF THE PRODUCT  
YOU'LL BE SELLING & SHOWING IN 1965



BV—"Mary Poppins"



Para.—"Harlow"



Col.—"Ship Of Fools"



U—"Bus Riley's Back In Town"



Col.—"Major Dundee"

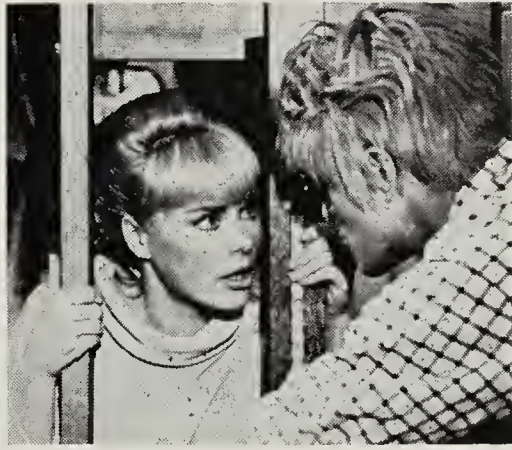


UA—"How To Murder Your Wife"



MGM—"The Yellow Rolls-Royce"





TOP ROW—(L to R) Emb.—"Italiano Brava Gente"; 20th-Fox—"Von Ryan's Express"; UA—"Mr. Moses"

BOTTOM ROW—(L to R) AIP—"Tomb Of The Cat"; U—"The Art Of Love"; AA—"Mara Of The Wilderness"



20th-Fox—"The Agony And The Ecstasy"



U—"The Truth About Spring"



Para.—"Sylvia"



MGM—"36 Hours"



WB—"None But The Brave"



*(Continued from Page 50)*

grateful to Jay Emanuel for giving me this space to tell you about a number of them.

From any standpoint, one of the biggest will be Joseph E. Levine's "Harlow," starring Carroll Baker. I doubt if any picture has ever received the advance build-up that this one has. Joe Levine, the master showman of our industry, is bringing all his talents to bear on this picture, making it the greatest pre-sold attraction of his illustrious career. The many millions of copies of Jean Harlow's biography that have been sold to date and the enthusiastic response from exhibitors even before it has gone into production have me convinced that "Harlow" will be one of the highest grossing attractions of all time, in the same league as "The Carpetbaggers."

Just as big, if not the biggest, from any company in 1965 will be Otto Preminger's "In Harm's Way," which will open in special engagements at Easter, prior to general release in the summer. With a superb cast headed by John Wayne, Kirk Douglas, and this year's Academy Award winner, Patricia Neal, Preminger has made one of the great World War II dramas, with all the action, excitement, and romantic interest of "From Here To Eternity" and other top grossers in this genre. Otto Preminger's first production for Paramount release, "In Harm's Way" will be launched with a massive campaign covering all areas of marketing and merchandising.

Another potential blockbuster is being primed for the Decoration Day holiday period at the end of May. It's the lusty, delightful "The Amorous Adventures Of Moll Flanders," starring Kim Novak in the title role. In case you're not one of the 47,000,000 people who have read the book, Moll was a sort of female "Tom Jones," and her adventures and misadventures in 17th century England make for a movie that can't miss. It will be one of the big hits of 1965.

Ever since "Gunfight at the O.K. Corral," exhibitors have been after Hal Wallis to make another outdoor adventure of similar size and scope. He is doing this now with "The Sons Of Katie Elder," which will be released in August. When I tell you that the stars are John Wayne and Dean Martin and that the director is Henry Hathaway, you know that you can expect not only a great western but a great money-making western. It will be one of the biggest pictures ever made by Hal Wallis, who has probably received more boxoffice laurels over the years than any producer in Hollywood.

And while on the subject of Hal Wallis, it should be pointed out that he will maintain his consistent, year-after-year record of Elvis Presley hits with "Polynesian Paradise." The current Wallis-Presley picture, "Roustabout," has been doing outstanding business, and we anticipate a repeat performance with the new picture.

Paramount is also planning a special release of Wallis' "Becket" around Academy Award time in April, in anticipation of numerous awards for this great motion picture, one of the most highly acclaimed of 1964.

Another important personality figuring very importantly in Paramount's release schedule for 1965 will be Jerry Lewis, with new comedies for the summer and for Christmas. The first will be "The Family Jewel." What can I say about Jerry except that he continues to maintain his enormous popularity year after year, something that very few people in this business have ever been able to do. He is an international entertainment institution, who can always be counted on for a great boxoffice performance.

Preview reaction to Martin Poll's "Sylvia," starring Carroll Baker and George Maharis, indicates that Paramount has a sizzling word-of-mouth attraction for release in February. We are holding 150 key city New Year's Eve showings to

stimulate advance talk on this provocative drama, which is as hard-hitting and uncompromising as "Hud," one of Paramount's most talked-about pictures of recent years.

Another beautiful woman will figure very importantly in Paramount's releases for 1965. She is "Judith," as portrayed by the incomparable Sophia Loren. Filmed on location in Israel, this is an exciting and deeply moving story that gives Sophia an opportunity to run the gamut of emotions and to display all the acting virtuosity that won her an Academy Award for "Two Women."

Filming in very different parts of the world for 1965 release by Paramount have been "Situation Hopeless But Not Serious" and "The Naked Prey." The first is a World War II comedy-drama set and filmed in Germany with the great Alec Guinness and two exciting young stars, Robert Redford and Michael Connors. Photographed in the wildest jungles of Africa, "The Naked Prey" stars Cornel Wilde in a decidedly different adventure story.

For Easter, Paramount will present the general release of Samuel Bronston's "Circus World," starring John Wayne, Claudia Cardinale, and Rita Hayworth, which has already played in selected cities in Cinerama. There hasn't been a picture with as much fun, color and excitement as this one since "The Greatest Show on Earth," and I feel certain that "Circus World" will make it big with the general audience during the peak spring and summer period.

Among the other important films scheduled for 1965 release by Paramount are "Crack In The World," an unusual science-fiction film with special effects; "A Boy Ten Feet Tall," starring Edward G. Robinson in an action-packed story of Africa; "Dr. Terror's House Of Horrors," one of the best fright pictures, teaming the "horror kings" Peter Cushing and Christopher Lee; "Girls On The Beach," a sure-fire musical for the younger set, with the Beach Boys, Lesley Gore, and other teen favorites; and the A. C. Lyles westerns, "Young Fury" and "Black Spurs," which have a big, loyal following.

Special mention should also be made of the imminent re-release of Alfred Hitchcock's "Psycho." Paramount has enjoyed unusual success with re-releases in the past, but "Psycho," backed by an all-new campaign that will be every bit as exciting and different as the original, promises to be the biggest of all.

In addition to the pictures I have mentioned for release in 1965, I would also like to cite some of the important projects set to go before the cameras in the coming months: Martin Ritt's "The Spy Who Came In From The Cold," starring Richard Burton and Claire Bloom; Howard Hawks' big racing car adventure, "Red Line 7000"; Seven Arts' "Promise Her Everything," teaming Leslie Caron and Warren Beatty; Joseph E. Levine's "The Idol," with Paul Anka; Levine's "Nevada Smith," starring Steve McQueen; Seven Arts' "This Property Is Condemned," starring Natalie Wood; "Will Adams," another Levine production, with Peter O'Toole; and "Tropic Of Cancer," starring Carroll Baker. These and many other pictures are the reason why Paramount is considered the hottest company in the industry.

## 20th-Fox



■ IN 1964, 20TH CENTURY-FOX produced 21 major pictures, including three 70mm roadshow attractions. This unprecedented production program now becomes the unprecedented distribution program for 1965, with all of these films in prep-



**JOHN WAYNE**



aration for release.

The program marked the return of the company to industry leadership as a source of supply of major motion pictures to the exhibitors of the world. The qualitative and quantitative production schedule was produced under the supervision of Richard D. Zanuck, vice-president in charge of production, with headquarters in Hollywood, and Elmo Williams, European production head.

The roadshow films, all shot in Todd-AO and DeLuxe Color, represent the first time a company ever has produced three such attractions within the same year. They also will mark the first time a company will release three such attractions during a one-year period.

The first of these, **"The Sound of Music,"** based on Rodgers & Hammerstein's smash Broadway hit, will have its world premiere March 2 at the Rivoli Theatre, with 51 additional openings set around the country prior to the Easter holidays. Produced and directed by Robert Wise, Academy Award winner for **"West Side Story,"** the musical stars Julie Andrews, probably the most important personality to reach Hollywood in a decade, and Christopher Plummer. Much of the film was shot on location in Salzburg, Austria.

The second roadshow will be **"Those Magnificent Men In Their Flying Machines: Or, How I Flew From London To Paris In 25 Hours And 11 Minutes."** Scheduled to premiere in the early summer, this comedy of pioneer aviation boasts an all-star international cast including Stuart Whitman, Sarah Miles, James Fox, Alberto Sordi, Robert Morley, Gert Frobe, Jean-Pierre Cassel, Terry-Thomas, Irina Demick, Yujiro Ishihara, Flora Robson, Sam Wanamaker, and Red Skelton. Ken Annakin directed and Stan Margulies produced, with Annakin and Jack Davies responsible for the screenplay.

The third of the roadshow trio is **"The Agony And The Ecstasy,"** based on Irving Stone's fabulous best-seller on the life of the world's greatest artist, Michelangelo. Two of the screen's top male box office draws, Charlton Heston and Rex Harrison, co-star in the intimate spectacle, which will be released in the fall. Sir Carol Reed directed from Philip Dunne's screenplay.

Among the other major releases for the year are the following: **"The Pleasure Seekers,"** CinemaScope and DeLuxe Color, with an outstanding cast of young stars—Ann-Margret, Tony Franciosa, Carol Lynley, Gardner McKay, Pamela Tiffin, and newcomer Andre Lawrence. Jean Negulesco directed and David Weisbart produced on location in Spain.

**"Dear Brigitte,"** CinemaScope and DeLuxe Color, a screwball family comedy starring James Stewart, Glynis Johns, Fabian, Ed Wynn, Cindy Carol, and Billy Mumy. Based on

the novel, **"Erasmus with Freckles,"** it was produced and directed by Henry Koster and written by Hal Kanter.

**"Hush . . . Hush, Sweet Charlotte,"** a Grand Guignol thriller with an outstanding cast including Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead, Mary Astor, Victor Buono, and Cecil Kellaway. Robert Aldrich produced and directed in the genre of his **"What Ever Happened to Baby Jane?"**

**"Rapture,"** a truly beautiful offbeat love story set in France and starring Patricia Gozzi, the sensational youngster of **"Sundays and Cybele,"** Dean Stockwell, and Melvyn Douglas. The CinemaScope production, filmed in Brittany by director John Guillermin, is based on the novel, **"Rapture in My Rags,"** by Phyllis Hastings.

**"A High Wind In Jamaica,"** CinemaScope and DeLuxe Color, based on the classic novel by Richard Hughes. The adventure-comedy-drama stars Anthony Quinn, a contender for the 1964 Academy Awards by virtue of his virtuoso performance in the highly-acclaimed **"Zorba the Greek."** Also featured are James Coburn and Lila Kedrova, another **"Zorba"** alumnus.

**"Up from the Beach,"** CinemaScope, a war epic that takes place immediately following the D-Day invasion in World War II, with Cliff Robertson, Irina Demick, Red Buttons, Francoise Rosay, Marius Goring, Slim Pickens, and James Robertson Justice. Robert Parrish directed the screen version of George Barr's novel, **"Epitaph for an Enemy."**

**"Von Ryan's Express,"** DeLuxe Color, based on the current best-seller by David Westheimer. Filmed on location throughout Italy, the high adventure drama stars Frank Sinatra and Trevor Howard and introduces Italian beauty Raffaella Carra to American audiences. Mark Robson directed and Saul David produced.

**"Morituri"** is a suspense thriller set on board a German ship during World War II, with two top stars, Marlon Brando and Yul Brynner, and Janet Margolin, the lovely heroine of **"David and Lisa."** The noted German director and actor Bernhard Wicki makes his American directorial bow with this film, which Aaron Rosenberg produced.

**"The Reward,"** CinemaScope and DeLuxe Color, marks the first picture directed by Serge Bourguignon since his award-winning **"Sundays and Cybele,"** and also his first American film. The outdoor drama, filmed in Death Valley, stars Sweden's top actor, Max Von Sydow, who will have made his American debut in **"The Greatest Story Ever Told"** prior to the release of the film. Also in the cast are Yvette Mimieux, Efrem Zimbalist, Jr., and Gilbert Roland. Aaron Rosenberg produced and Bourguignon also wrote the screenplay.

**"Fantastic Voyage,"** CinemaScope and DeLuxe Color, will undoubtedly be the most unusual science-fiction picture ever made. The project is so top secret that all visitors are barred from the set and no scripts are being shown to the press. Stephen Boyd stars in the thriller which Richard Fleischer is directing and Saul David is producing.

**"Do Not Disturb,"** CinemaScope and DeLuxe Color, is a romantic comedy starring the nation's number one female box office star, Doris Day, and Rod Taylor. Aaron Rosenberg and Martin Melcher are co-producing, with Ralph Levy directing this scheduled Christmas release.

Darryl F. Zanuck, president of 20th Century-Fox, recently pointed out that while 1964's production program was the company's greatest, the same incredible pace would be maintained, if not exceeded, in 1965 when at least 23 major properties will be produced. He said that 13 films in the two-year period were on the company's overseas production schedule, which constitutes "the most extensive foreign production program ever undertaken by an American company." Zanuck added, however, that the determining factor in the selection of locations will be the geographic settings, as it



"MORITURI"



has been in the past.

Helping keep this same pace will be at least three more roadshow films set for shooting: "The Sand Pebbles," based on the best-seller by Richard McKenna, to star Steve McQueen and to be produced and directed by Robert Wise; "The Day Custer Fell," based on the David H. Miller historical narrative, with more than 50 major stars; and "Justine," based on the internationally-acclaimed "Alexandria Quartet" by Lawrence Durrell.

Among the other properties in preparation are:

"Our Man Flint," to be produced by Saul David; "The Joyous Season," to be produced by Fred Kohlmar and based on the forthcoming novel by Patrick Dennis; "The Hawk," to be filmed in Turkey; "Call Me When The Cross Turns Over," from the novel by D'Arcy Miland; "Smashmaster Caper," to be produced by Aaron Rosenberg; "The Other Side Of The Mountain," to be filmed in Kenya; "The Hand Of Mary Constable," to be produced by Fred Kohlmar;

Also, "That Fine Italian Hand," to be produced by Fred Kohlmar; "Shortcut," from a novel by Ennio Flaiano; "Honor Thy Father," to be produced by William Dozier; "Fifth Avenue Folly," to be produced by Aaron Rosenberg; "Trap For A Man," to be produced by David Weisbart; "Voyage Out, Voyage Home," starring Max Von Sydow; "Danse Macabre," to be produced by Saul David; "Venus Rising," to be produced by Fred Kohlmar; "Incense To Idols," to be produced and directed by Frank Perry; "Sleepless Night In Capri," to be produced by Fred Kohlmar; "Mountain Men," to be produced by David Weisbart; "The Flight Of The Phoenix," starring James Stewart, to be produced and directed by Robert Aldrich.

Also, the company has announced two recent outstanding additions to the schedule—"The Blue Max" and "Dateline Paris, August, 1944."

## United Artists



UNITED ARTISTS recently announced that they will release 20 to 24 pictures in 1965, the same as this year. Full details will be revealed at a New York meeting in January.

The schedule calls for Ian Fleming's "Goldfinger," with Sean Connery (James Bond) foiling the attempt of an international master criminal to destroy Fort Knox, to be released in January. This Technicolor film was made in England.

The comedy, "How To Murder Your Wife," with Jack Lemmon, Virna Lisi, Claire Trevor, Eddie Mayehoff, and Terry-Thomas, is the February release in Eastman Color.

March will see the release of "The Satan Bug" in Panavision and DeLuxe Color, with George Maharis, Richard Basehart, Anne Francis, and Dana Andrews; and also the picturization of the famous play, "A Thousand Clowns" with a cast headed by Jason Robards, Jr., Barbara Harris, and Martin Balsam.

Robert Mitchum and Carroll Baker star in the adventure comedy, "Mister Moses," made in color and Panavision in Africa and England; and Burt Lancaster in the adventure drama, "The Train," made in France. Both are April films.

The May items are "A Rage To Live" from John O'Hara's novel, with Suzanne Pleshette, Bradford Dillman, and Ben Gazzara; and the Spanish-English made "Masquerade," with



"THE TRAIN"

Cliff Robertson and Jack Hawkins.

June will bring Bob Hope in "I'll Take Sweden" with Tuesday Weld, Frankie Avalon, and Dina Merrill. This comedy, too, is in color. The other June release will be the Cinerama-Color western comedy, "Hallelujah Trail," starring Burt Lancaster, Lee Remick, and Jim Hutton.

The comedy, "What's New Pussycat?" made in France in Color, with Peter O'Toole, Peter Sellers, Romy Schneider, Paula Prentiss, Capucine, Ursula Andress, and Woody Allen, is down for July.

August will blaze with the western adventure, "The Glory Guys," in Panavision and Color, with Tom Tyron, Harve Presnell, and Santa Berger.

The Beatles return in their second feature film to be made in England in color, also to be released in August.

On the United Artists coming list are Burt Lancaster and Laurence Olivier in "Khartoum," to be made in Panavision and Color in Africa and England; James A. Michener's "Hawaii," to be made by Walter Mirisch in Norway, America, and Hawaii in Panavision and Color; Ian Fleming's "Thunderball," starring Sean Connery; Gina Lollobrigida and Maximilian Schell in "Return From The Ashes"; Yul Brynner in "The Return Of The Seven," further adventures of the outside-the-law band introduced in "The Magnificent Seven"; Brigitte Bardot and Jeanne Moreau in "Viva Maria"; and "Ferry Cross The Mersey," with the new English rock 'n' roll stars, Gerry and the Pacemakers.

On the 1965 schedule for Lopert Pictures are the comedy, "One Way Pendulum," with Eric Sykes, George Cole, Julia Foster, and Jonathan Miller, from England; Fernandel and Bourvil in "My Wife's Husband," from France; and "The Knack," another comedy from England with Rita Tushingham, Ray Brooks, and Michael Crawford.

## Universal



UNIVERSAL WILL OFFICIALLY announce its release plans for 1965 in the near future, but an unofficial look at what's coming from that forward looking company indicates good news for every theatreman.

For want of a better way to break it down, suppose we



consider upcoming product in alphabetical order. The screen fare is varied, and included are some of those romantic comedies that have been so successful for the company in the past. We refer to product like "Father Goose," currently breaking all records as the holiday attraction at Radio City Music Hall, and starring ageless Cary Grant and lovely Leslie Caron, or "Strange Bedfellows."

Universal's line-up looks something like this:

"The Art Of Love," in color, starring James Garner and Elke Sommer; "Bus Riley's Back In Town," starring Ann-Margret and Michael Parks, in color; "Fargo," starring Michael Parks and Celia Kaye; "The Favor," in color, starring Rock Hudson and Leslie Caron; "Fluffy," in color, starring Tony Randall and Shirley Jones; "I Saw What You Did," starring



"STRANGE BEDFELLOWS"

Joan Crawford and John Ireland; "The Ipcress File," from England, starring Michael Caine and Susan Lloyd; "Man In The Dark"; "Mirage," starring Gregory Peck and Diane Baker; "The Naked Brigade," starring Shirley Eaton and Ken Scott; "The Night Walker," another essay in horror from William Castle, starring Barbara Stanwyck and Robert Taylor; "Shenandoah," in color, starring James Stewart and Doug McClure; "The Sword Of Ali Baba," in color, starring Peter Mann and Laura Lane; "That Funny Feeling," in color, starring Sandra Dee, Bobby Darin, and Donald O'Connor; "The Truth About Spring," in color, starring Hayley Mills and James MacArthur; and "The War Lord," in color and Panavision, starring Charlton Heston, Rosemary Forsyth, and Richard Boone.

Here is a lineup loaded with variety and excitement, and proof that the big doings at Universal City are big news for exhibitors.

## Warner Bros.



■ WARNER BROS. HAS a triumph in "My Fair Lady," a triumph the company is certain will roll on and on, through 1965 and many more years to come. It is a triumph not only for Warner Bros. but also for all those individuals personally responsible for creating this magnificent motion picture—for Jack L. Warner, president of Warner Bros., who produced it; for George Cukor, who directed the film in Technicolor

and SuperPanavision 70; for its stars and co-stars, Audrey Hepburn, Rex Harrison, Stanley Holloway, Gladys Cooper, Wilfrid Hyde-White, Jeremy Brett, and Theodore Bikel; for Alan Jay Lerner, who wrote the screenplay as he did the original book and lyrics on the stage hit; for Frederick Loewe, who composed the unforgettable music; for production designer Cecil Beaton; and many others. It is no less a triumph for all those, in exhibition, distribution, and production, who have been and will be connected with its success, for "My Fair Lady" undoubtedly will stand as Hollywood's hit of hits.

Nevertheless, Warner Bros. is determined not merely to rest on its laurels, but rather to attempt always to outdo itself, to provide exhibitors and the public with the finest motion picture entertainment, appealing to all ages and tastes.

Following "My Fair Lady" into roadshow release is "Cheyenne Autumn," John Ford's spectacular production in Technicolor and SuperPanavision 70, starring James Stewart, Richard Widmark, Carroll Baker, Edward G. Robinson, Karl Malden, Dolores Del Rio, Sal Mineo, Ricardo Montalban, Gilbert Roland, and Arthur Kennedy, directed by Ford and produced by Bernard Smith.

The next roadshow extravaganza from Warner Bros. will be "The Great Race," a fantastic comedy of globe-girdling proportions that is now nearing completion. Tony Curtis, Jack Lemmon, and Natalie Wood star in the Blake Edwards production, which Edwards is directing in Technicolor and SuperPanavision 70, with Martin Jurow producing.

Going into production soon will be the first Cinerama film to be distributed by Warner Bros., "The Battle Of The Bulge," a Sperling-Philip Yordan-Sidney Harmon production, to be directed by Richard Fleischer in the new single-lens Cinerama process, utilizing authentic locales of the climactic episode of World War II.

In the immediate future, Warner Bros. will release five major 35mm productions on a variety of themes: "Sex And The Single Girl," starring Tony Curtis, Natalie Wood, Henry Fonda, Lauren Bacall, and Mel Ferrer in a Technicolor comedy based on Helen Gurley Brown's best-seller, produced by William T. Orr and directed by Richard Quine; "None But The Brave," a unique Technicolor-Panavision drama of World War II, starring Frank Sinatra, Clint Walker, Tommy Sands, Brad Dexter, Tony Bill, and leading Japanese actors in the first film to be directed by Sinatra as well as produced by him; "Dear Heart," starring Glenn Ford and Geraldine Page in Tad Mosel's unusual screenplay, directed by Delbert Mann and produced by Martin Manulis; "Two On A Guillotine," a shocker, starring Connie Stevens, Dean Jones, and Cesar Romero, produced and directed by William Conrad, and "The Affair At The Villa Fiorita," the Technicolor version of Rumer Godden's romantic novel, written for the screen, produced, and directed by Delmer Daves, with Maureen O'Hara and Rossano Brazzi starred.

These will be followed by a powerful product line-up that includes:

"Who's Afraid Of Virginia Woolf?," starring Elizabeth Taylor and Richard Burton in the first film to be directed by Mike Nichols, an explosive drama written and produced by Ernest Lehman from Edward Albee's stage hit.

"Community Property," starring Frank Sinatra, Deborah Kerr, Dean Martin, and Ann-Margaret in Cy Howard's original comedy to be directed by Charles Walters and produced by Bill Daniels.

"Inside Daisy Clover," starring Natalie Wood and Christopher Plummer in the Alan J. Pakula-Robert Mulligan production which Gavin Lambert has written for the screen from his best-selling novel.

"The Third Day," starring George Peppard, Elizabeth



# AARON ROSENBERG

ARCOLA PICTURES



In Preparation:

"DO NOT DISTURB"

20TH CENTURY-FOX RELEASE



**NATIONAL GENERAL CORPORATION**

9570 Wilshire Boulevard / Beverly Hills, California



Ashley, and Roddy McDowall in the screen version of Joseph Hayes' exciting new novel, to be directed by Jack Smight.

"My Blood Runs Cold," starring Troy Donahue, Joey Heatherton, and Barry Sullivan in a diabolical thriller, produced and directed by William Conrad.

"Harry Vernon At Prep," starring Tony Curtis in George Axelrod's comedy, which Axelrod will produce and direct.

"A Covenant With Death," Stephen Becker's highly charged new novel, to be brought to the screen by director Irvin Kershner and producer Leon Roth.

"The Sentries," a drama based on Evan Hunter's stirring new novel, to be produced and directed by Jack Webb.

"Big Deal At Laredo," which Fielder Cook will produce and direct from Sidney Carroll's original drama.

"Strong Are The Lonely," a powerful suspense drama to be fashioned from Norman Mailer's latest novel.

"Speak Not Evil," a provocative drama adapted from the new novel by Edwin Lanham.

"The Thing At The Door," an original psychological drama by Henry Slesar to be directed by Allen Baron.

"Crusoe A-Go-Go," starring Connie Stevens in a comedy adventure film, to be produced by Tom Naud, Jr., and directed by Claudio Guzman.

"38 Witnesses," which Lamont Johnson will direct from



"DEAR HEART"

Harry Essex's story based on the Kitty Genovese murder case in Queens, N. Y.

"Brainstorm," an original suspense drama by Larry Marcus, to be produced and directed by William Conrad.

"Hotel," which Arthur Hailey is writing for the screen from his new novel.

"Summer Tour," a romantic comedy written by Allan Weiss.

"Catch Us If You Can," a tongue-in-cheek, hide-an-peek thriller that will introduce the Dave Clark Five, the sensational new signing group.

And, looking even further ahead, Warner Bros. is preparing such great future productions as "Camelot," the great stage hit by the "My Fair Lady" team of Alan Jay Lerner and Frederick Loewe, which Lerner will adapt for the screen, to be filmed in Technicolor and SuperPanavision 70; "Any Wednesday," Muriel Resnick's Broadway comedy hit; "Never Too Late," which Norman Lear will produce and Bud Yorkin will direct from Summer Arthur Long's long-running Broadway smash; "Planet Of The Apes," a Blake Edwards Production written for the screen by Rod Serling from Pierre Boulle's novel, to be produced by Arthur P. Jacobs and directed by Edwards; "Poor Richard," Jean Kerr's new Broadway comedy,

and "Seventeenth Summer," which Delmer Daves will write, produce, and direct from Maurine Daly's novel of adolescent romance.

All this explains why the motion picture industry and the movie-going public have a lot to look forward to from Warner Bros.

## American-Int.



By James H. Nicholson and Samuel Z. Arkoff

■ IN THE SHORT TIME since we released our first "Beach Party" production geared for the burgeoning youth market, two new words have repeatedly bounded about within the compass of the corporate AIP skull.

They are "prudent" and "chortle."

Webster's dictionary defines the former briefly as "wise," "discreet" and "the ability to govern and discipline oneself . . ."

The same volume defines the latter as "to laugh or chuckle . . . in satisfaction or exultation."

The words have intrigued us because we have sought to understand some of the sensations we have experienced during the past 24 months, and, quite frankly, if we were not prudent men we would chortle at all of the attention currently being focused upon the \$22 billion-a-year youth market and all of the flattery being lavished upon American



"BEACH BLANKET BINGO"

International by the numerous productions being ground out by other companies seeking to copy the "Beach Party" format.

It is significant that we indulge ourselves neither of the luxuries, for though we harbor no false humility, we feel that exhibitors above all people have long been aware that AIP has pioneered in the cultivation of the more lucrative fields of motion picture audiences during its entire existence.

Exhibitors will recall, we are sure, that teen-interest productions were among the first of AIP releases and that as we have journeyed through "a decade of progress" to celebrate





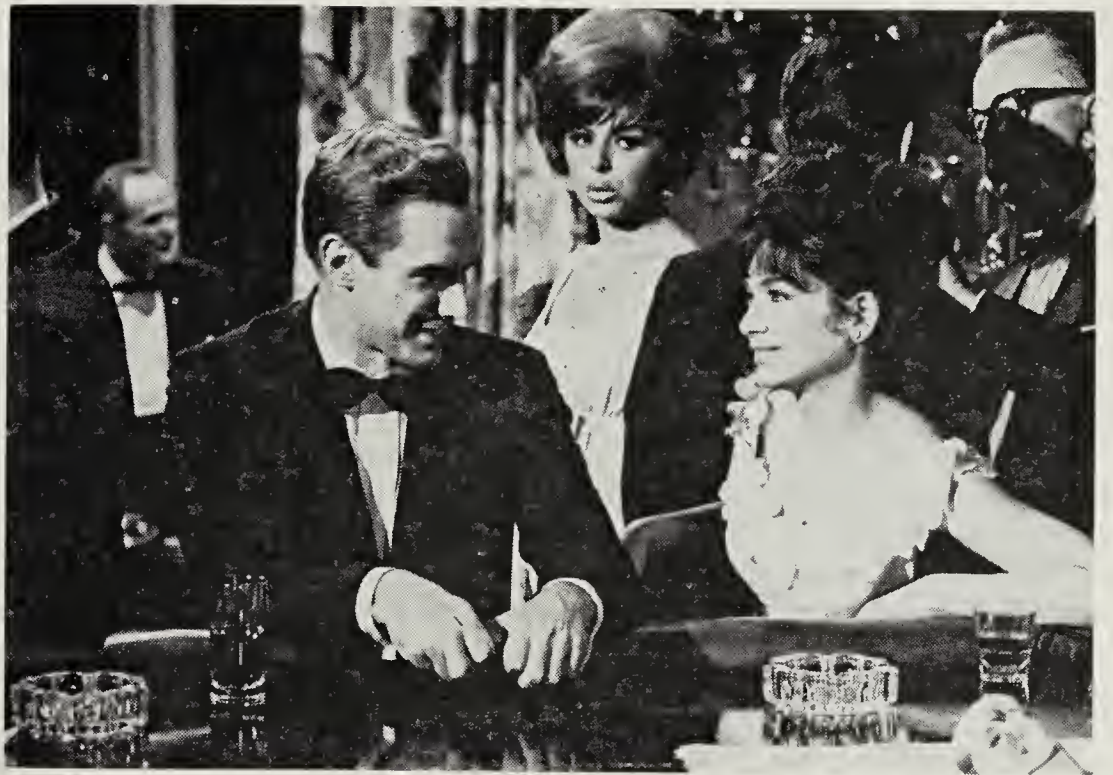
Col.—"The Collector"



Para.—"Judith"



WB—"The Affair At The Villa Fiorita"



UA—"A Rage To Live"



UA—"Hallelujah Trail"



Col.—"Love Has Many Faces"



our 10th anniversary this year, we have never altered our initial objective of providing theatre owners with specialized productions for specialized audiences.

In the interim, we developed the highly successful series of productions based upon the classic works of Edgar Allan Poe. We also took up and refined the production of science fiction films based upon the works of such respected authors as Jules Verne and H. G. Wells.

At the same time, we succeeded in accurately gauging the pulse of the movie-going public to the extent that we realized the growing potential of that special category of entertainment buyer called the youth market.

For instance, AIP announced early in 1964 its "Turn to Youth" program with the signing of singer-actor Frankie Avalon, Annette Funicello, Jody McCrea, Candy Johnson, John Ashley, Harvey Lembeck, and other performers popular in the teenage world to long-term acting pacts.

Immediately thereafter, the record-breaking "Beach Party" series of films was launched.

What happened at theatre box offices around the world is now legend.

"Muscle Beach Party," "Bikini Beach," and "Pajama Party" each exceeded its predecessor in box office returns.

New, exciting faces have been added to the "Beach Party" gang and the names of Tommy Kirk, Donna Loren, Bobbi Shaw, Patti Chandler, and Mary Hughes have become household words among the teenagers who make up 60 per cent of motion picture audiences.

Significant to all this has been the brand of AIP showmanship that entails skillful, well-conceived publicity and advertising bolstered by nationwide public appearance tours by the new, young actors and actresses.

As a result, the stars of our beach productions, Frankie and Annette, have become known even to old timers as "the Ma and Pa Kettle of the teen age set" and as "the bantam Nelson Eddy and Marie McDonald."

Representatives of news media from throughout the world have come into Hollywood to herald the teenage musical comedy as a new phenomena of the times, and have gone on to study and evaluate the teenager not as a sociological entity but as one of the world's most affluent consumers.

All of this has been very gratifying to American International, but looking always to the future rather than to the past, we have scheduled for release in the New Year a 1965 Golden Dozen productions which are certain to claim even greater recognition among box office record breakers.

The diversified series of releases to be distributed on a month-to-month basis will include terror, adventure, science fiction, and musical comedy films of top quality.

That world-renowned master of the macabre, Vincent Price, has a pair of new leading ladies in two of the new AIP films. Elizabeth Shepherd joins him in "The Tomb Of The Cat," our ninth Poe classic, and Susan Hart joins him in the science fiction adventure drama, "The City In The Sea."

Our Easter release will find the "Beach Party" gang together again in "Beach Blanket Bingo," the most exciting and entertaining musical comedy to date. And, at the same time, we shall be in production at Sun Valley, Idaho, and in Hollywood on two additional fun pictures, "Ski Party" and "How To Stuff A Wild Bikini," to be released later in the year.

Others of the Golden Dozen include "The Lost World Of Sinbad," an action adventure story; "Sergeant Deadhead," "The Jet Set," and "Pajama Party In A Haunted House," teenage comedies; "When the Sleeper Wakes—2165 A.D.," an H. G. Wells science fiction classic; "Warlords of Planet Seven," a science fiction drama, and "House At The End Of

The World," a terror production starring Boris Karloff.

We believe as firmly today in the future of the motion picture business as we did when American International was launched a decade ago. Making and marketing films is a way of life at AIP. We want our exhibitor friends to share in the boxoffice success of the films we make, and we want the public to share and enjoy the entertainment they provide.

Our production schedule is now being plotted right into 1966 and beyond. And while the countless messages of congratulations we have received through the years from exhibitors might incline us to some sense of satisfaction, it is prudence which prevents us from exulting over yesterday's success. Tomorrow is the great challenge.

## Allied Artists

By STEVE BROIDY

■ 1965 IS A YEAR OF DECISION for Allied Artists—decision on the part of exhibitors as well as the company. We are proceeding on a course designed to provide a major source of boxoffice product. Several pictures which have been completed or are in the finishing stages hold outstanding potential. Others now on the planning boards can be among the biggest we have ever released.

In the group of films soon available for exhibitor screenings are: "Tickle Me," in color and Panavision, starring the one and only Elvis Presley as a modern day cowpoke who swings into action on a luxury dude ranch catering to beauti-

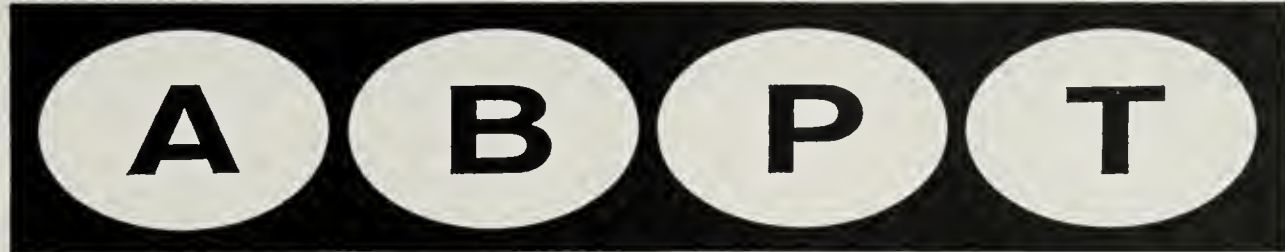


"TICKLE ME"

ful girls; "Young Dillinger," starring Nick Adams as the notorious public enemy, and co-starring Robert Conrad as Pretty Boy Floyd, John Ashley as Baby Face Nelson, Mary Ann Mobley, and Victor Buono; "Taffy And The Jungle Hunter," in Technicolor, delightful and exciting adventures of an amazing trio—a pint-sized hunter, a baby elephant and an incredible chimp—lost in Africa's jungle-book world of thrills; "Mara Of The Wilderness," in color by DeLuxe, highly un-



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usual story of an untamed girl of nature reared by the glacier wolves of Alaska's forest; and "White Savage," in color, the racy adventures of two naval officers captured by eight love-starved castaways on an uncharted isle of paradise.

The upcoming projects will be announced in detail when all facets of production, cast, etc., have been finalized.

Right now, however, is the time when it's up to the exhibitors to give us their cooperation in keeping Allied Artists on a profitable course. It's up to them to say it with playdates today. Allied branch managers have solid product for virtually every theatre to book first features, second features, and some strong combination shows. The extra playing time an exhibitor gives Allied Artists now is an investment in our future and his. It is a time of decision.

## Buena Vista



By IRVING H. LUDWIG

■ THE LINE-UP OF FILMS from the Walt Disney studios that comprises Buena Vista's release schedule for the remainder of 1964 and 1965 reflects continuing emphasis on family entertainment and exceptionally strong boxoffice potential.

All of its films from Walt Disney are keyed to the family market, and Buena Vista is responding to the growing public demand for complete programs of family entertainment.

Typical of BV's response is the Christmas holiday release



"EMIL AND THE DETECTIVES"

of the comedy feature, "Emil And The Detectives," with a 48-minute companion featurette, "The Tattooed Police Horse." Breaking all previous Disney records, "Emil And The Detectives" has been booked singularly in more than 650 theatres across the country. In about 350 of these situations, the

film is teamed with "The Tattooed Police Horse."

Buena Vista's prospects for a record year in 1965 have received a substantial boost by the gross of "Mary Poppins" in its initial 16-city pre-release engagements. Current figures indicate that the big star-studded musical is headed for the \$20 million mark in domestic rentals.

In addition, the entire line-up of 1965 product is strong on stars and general appeal, and in instances of re-releases, the boxoffice is already primed by precedent. It all points to a possible record-breaking year for Walt Disney and Buena Vista.

Here is the complete release schedule:

The Christmas release, "Emil And The Detectives," stars Walter Slezak, Bryan Russell, Roger Mobley, and is directed by Peter Tewksbury. A. J. Carothers wrote the screenplay based on Erich Kastner's book. Its companion featurette, "The Tattooed Police Horse," is produced and directed by Larry Lansburgh. Complete program is in Technicolor.

For February, 1965, "Those Calloways," a romantic drama, will topcast Brian Keith, Vera Miles, Brandon de Wilde, Walter Brennan, Ed Wynn, and Linda Evans. The heart-warming film story, in Technicolor, is based on the book "Swiftwater," by Paul Annixter with the screenplay by Louis Pelletier. Norman Tokar directs.

In keeping with Buena Vista's special release pattern for "Mary Poppins," the film musical starring Julie Andrews and Dick Van Dyke, will open in specially selected cities during Easter, following its pre-release engagements. The musical fantasy, in Technicolor, will go into broad release at the end of July and through August.

"Cinderella," the Walt Disney full-length cartoon feature, returns in June to theatres all over the country. More than seven years have passed since "Cinderella" was last presented to moviegoers. Now a whole new generation is waiting to see it. In re-releasing "Cinderella," we are following a pattern we have successfully established in presenting the Walt Disney full-length cartoon classics to the public.

In June, July, and August, Buena Vista will release Walt Disney's widely acclaimed "True-Life Adventure Festival," presented in six programs. The 12 subjects, in Technicolor, which comprise the festival have garnered a total of seven Academy Awards, making them the most honored series in the history of motion pictures.

"The Monkey's Uncle," set for a July release is a zany teen-age comedy in the tradition of "The Misadventures of Merlin Jones." It stars Annette, Tommy Kirk, and Leon Ames. Robert Stevenson directed the Technicolor film for Disney from a screenplay by Tom and Helen August.

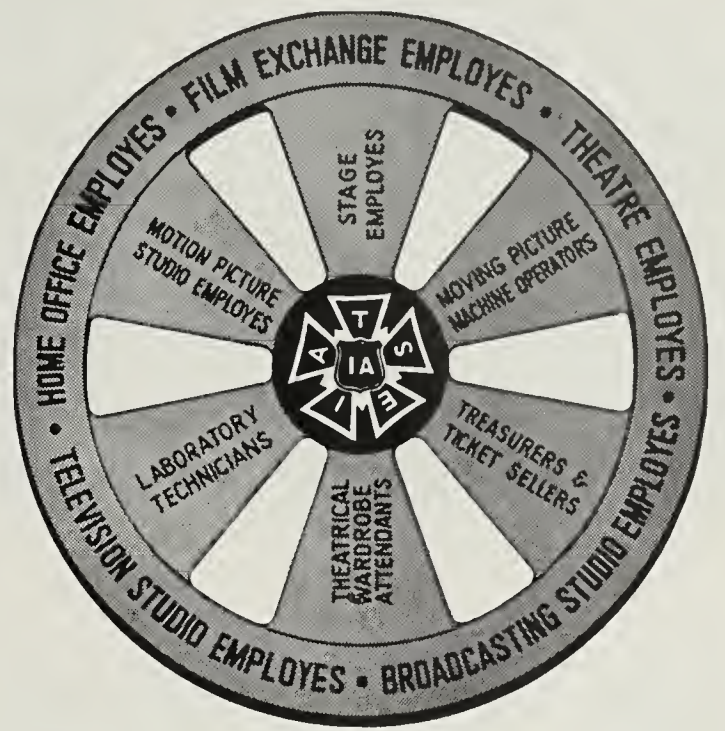
A familiar friend returns in late October and November, with the re-release of "Old Yeller." Starring Fess Parker, Dorothy McGuire and Chuck Connors, "Old Yeller" was directed by Robert Stevenson. The screenplay was written by Fred Gipson and William Tunberg and based on the book by Gipson. It is in Technicolor.

To round out 1965, Disney offers the Christmas release of a comedy-thriller, "That Darn Cat." Hayley Mills heads an impressive cast including Dean Jones, Dorothy Provine, Roddy McDowall, Ed Wynn, Elsa Lanchester, and William Demarest. The side-splitting tale of a cat that becomes an undercover agent for the FBI is based on the book, "Undercover Cat," by Mildred and Gordon Gordon. Screenplay is by the Gordons and Bill Walsh. Direction is by Robert Stevenson. The picture is filmed in Technicolor.

(Report Continued on Page 68)



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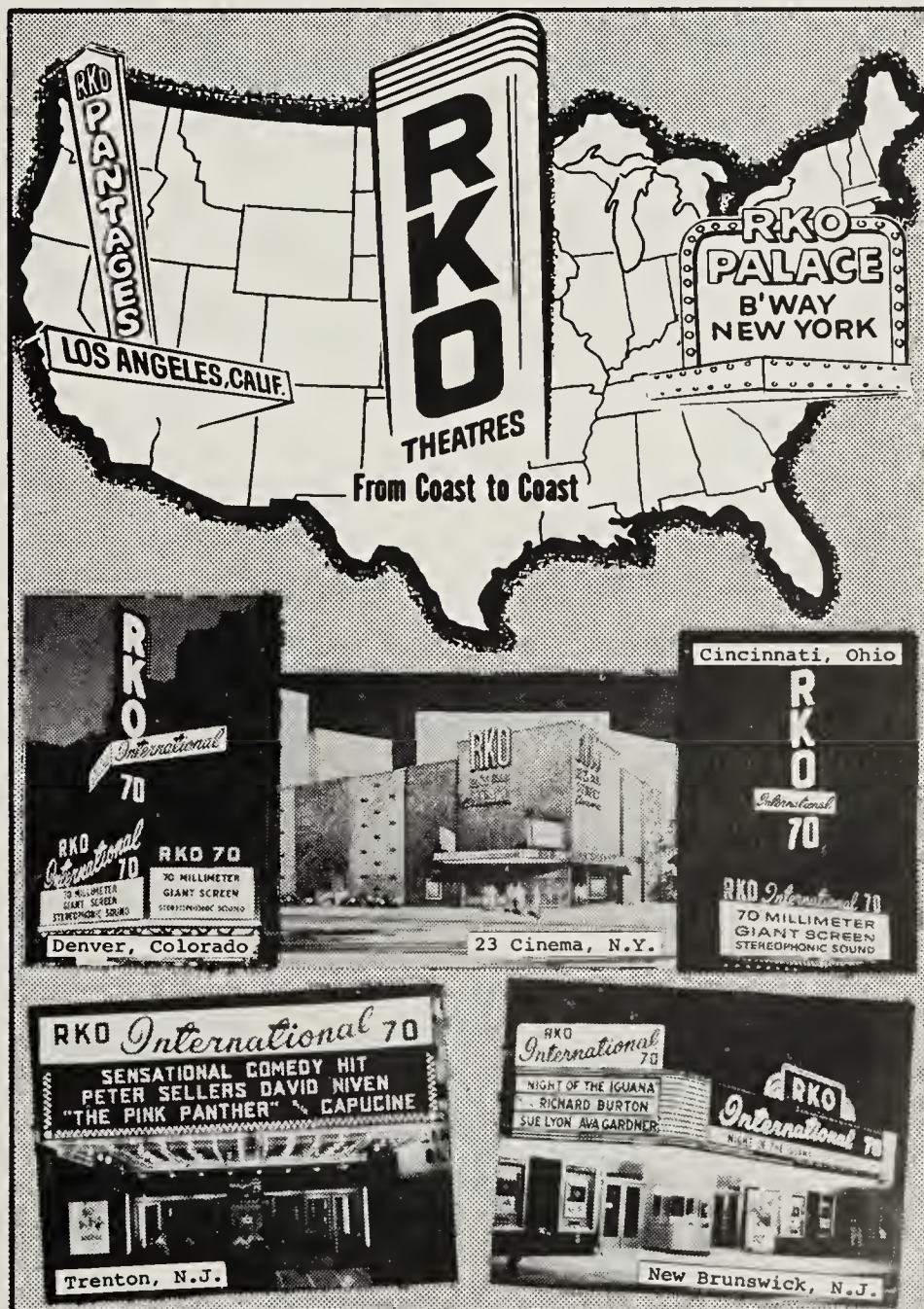
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# Embassy



By Joseph E. Levine

■ "SHOW ME!" That's the universal challenge confronting the motion picture industry in 1965. It comes from every individual, the world over, we want to reach with what we call our "product."

Product it may be—we even put it in cans. Really, we offer a combination of effort and talent that is refined into Entertainment. "Show me," our public may demand; and, show them we can and must. Fortunately, our audiences want to be entertained, to be enticed into our theatres. People, however, are too sophisticated today to be given inferior merchandise in gilded dress. Nothing will do but good, solid entertainment—wrapped up in showmanship.

We do give the public good entertainment. But, what is



"MARRIAGE ITALIAN STYLE"

good can be better; what is better can be improved. The potential to supply dynamic motion pictures to a demanding public we have. Potential is meaningless unless utilized, of course. We must progress in all phases of our activity. Otherwise, we will drown in the backwash of someone else's success.

True, we have made progress in all facets of our industry, particularly in production. Our once static cameras now roam the world, capturing true backgrounds for pictures that have global audiences.

If we are to continue entertaining hundreds of millions of people, then we must give our global audience our best. We cannot compromise our abilities or integrity. As creators of a great form of visual mass communication, we must draw upon the creative talents of all countries and cultures, to share them with all peoples.

People do not go to our theatres to learn, but no one can deny that our films subtly teach, inform, and enlighten, as well as entertain. This obligation to supply mature entertainment will be met, squarely, along with the challenge to progress.

Despite the financial risks, which grow greater, bigger

and better pictures will come from Hollywood this coming year. Hollywood will also continue sending its cameras, technicians and talents around the world to create entertainment on the spot—the special spot called for by the special script.

We, at Embassy Pictures, vow to be an integral, important force in the resurging American film industry. Our production efforts are directed at satisfying the needs and desires of both exhibitors and the general public. Our showmanship efforts are aimed at presenting our pictures in the most exciting ways possible. No effort will be spared.

Embassy, for 1965 and thereafter, has designed the most extensive and far-reaching distribution and production programs in its history. They are now underway.

Definitely set for release in early 1965 are the following major films, constituting a diverse product source:

"**Marriage Italian Style**," starring Sophia Loren and Marcello Mastroianni, directed by Vittorio De Sica in color and widescreen.

"**Casanova—'70**," starring Marcello Mastroianni, directed by Mario Monicelli in wide-screen and color.

"**Il Successo**," starring Vittorio Gassman, Anouk Aimee, and Jean-Louis Trintignant, directed by Mauro Morassi.

"**The Little Nuns**," starring Catherine Spaak, Annie Girardini, and Sylva Koscina, directed by Luciano Salce.

"**Italiano Brava Gente**," a Russian-Italian-American co-production, starring Arthur Kennedy, Peter Falk, Raffaele Pisu, Tatania Samoilova; directed by Giuseppe De Santis.

"**Dingaka**," starring Stanley Baker and Juliet Prowse, directed by Jamie Uys in color and wide-screen.

"**Contempt**," starring Brigitte Bardot, Jack Palance, and Michel Piccoli; directed by Jean-Luc Godard in color and wide-screen.

"**The Archangels**," starring Roberto Bisacco and Virginia Onorato; directed by Enzo Battaglia.

This early-1965 release schedule will be expanded. Buttrressing it will be such films continuing their national engagements as "**Only One New York**," "**Let's Talk About Women**," "**The Ape Woman**," "**The Adventures Of Scaramouche**," among others.

In production, Embassy Pictures has scheduled a record number of major motion pictures. For example, we have extended our association with Paramount Pictures to encompass 23 films. Ten of them are already scheduled for production this year. Five have been completed and in release, including "**The Carpetbaggers**," "**Where Love Has Gone**," "**Zulu**," "**A House Is Not A Home**," and "**Dingaka**."

Among the 10 set for filming through 1965 are:

"**Harlow**," starring Carroll Baker as Jean Harlow; Peter Lawford, and Gilbert Roland; directed by Gordon Douglas, in color and CinemaScope.

"**The Idol**," starring Paul Anka, starting in February, in England.

"**The Sands Of Kalahari**," starring Stanley Baker, George Peppard; directed by Cy Endfield, in color and wide-screen; starting in March, in Africa and England.

"**Nevada Smith**," starring Steve McQueen, produced and directed by Henry Hathaway, in color and wide-screen; starting in early summer, in Hollywood.

"**Tropic Of Cancer**," starring Carroll Baker, starting early spring, in Paris.

"**The Spy With A Cold Nose**," starting in fall, in England.

"**Will Adams**," starring Peter O'Toole, starting in fall, in Japan and England; in color and wide-screen.

"**The Earth Shook—The Sky Burned**," at yearend, in Hollywood, in color and wide-screen.

Following on the Embassy-Paramount production schedule will be "**The Adventurers**," "**The Oscar**," "**The War Horses**," "**I Married A Psychiatrist**," "**To The Coral Strand**," "**When**



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The Lion Feeds," "The Minister And The Choir Singer," "Imperial Woman," and "Isabel And Burton." Most of these will be filmed in wide-screen and color on world locations.

Embassy moreover is scheduling early production of such motion pictures as "The Graduate," under Mike Nichols' direction.

"Khadim," to be produced and directed by Clarence Greene and Russell Rouse, in color and wide-screen.

"A Long And Happy Life" and "Natural Child," to be produced and directed by Jack Garfein.

"The Trampers," an epic western, to be produced and directed by Albert Band, in color and wide-screen.

"The Ski Bum," a romantic adventure, based on the new best-selling novel by Romain Gary, to be filmed in wide-screen and color in France and Switzerland.

Embassy has also extended its contract with John Michael Hayes to encompass 12 major films. Hayes has already written screenplays for "The Carpetbaggers," "Where Love Has Gone," and "Nevada Smith," and will script "Tropic of Cancer," "The Adventures," and "Isabel and Burton," plus six more to be announced.

Unequivocally, I believe that Embassy's distribution and production line-ups declare our faith in the future of motion pictures.

## Continental



By MILTON PLATT

THE CONTINENTAL DISTRIBUTING DIVISION of Walter Reade-Sterling, Inc., will be starting 1965 with a varied and exciting schedule. In addition to some distinguished dramas and comedies, we have three pictures which lend themselves most readily to all-out exploitation.

For the first time, one of our films is being presented in Cinerama equipped theatres. Filmed in 70mm, "Mediterranean Holiday," an adventure film in Technicolor with Burl Ives as a star attraction, has been stunningly enhanced by the use of a special projector lens which allows full utilization of the mammoth Cinerama screen. A perfect family-fare picture, it was selected for the Christmas attraction at the Warner Cinerama theatre in New York, and in other like

theatres in Boston, Chicago, and Fresno. It will be opening in other key cities in the early part of the year.

In its pre-release premiere in New York, "Slave Trade In The World Today," was an outstanding success in its three theatre run. The ballyhoo in front of the De Mille theatre was a Broadway crowd stopper, and the opening week's engagement turned in one of the top grosses in the theatre's history. Unusual and provocative in content, the picture is destined for tremendous grosses in both hardtop and drive-in theatres all over the country.

"The Love Goddesses" has long been anticipated in the industry. The story of sex in the movies will be riding high on the crest of public interest in the sultry siren brigade who have been pace-setters in the art of womanly wiles for over four decades. Produced and directed by Saul J. Turell, president of Walter Reade-Sterling, and Graeme Ferguson, "The Love Goddesses" has had the full benefit of a showman's eye for the greatest box office potential.

"Time Of Indifference," based on the Alberto Moravia



"TIME OF INDIFFERENCE"

novel, has a stellar cast headed by Claudia Cardinale, Shelly Winters, Rod Steiger, and Paulette Goddard. The manipulation of a family by a single-minded man obsessed with wealth makes this film one of great dramatic impact. Miss Cardinale has already become an international institution with her smoldering beauty and versatile acting.

For pure escapism in a comic yet dramatic vein, "Omicron" could well be the sleeper of the year. Earth is invaded by an astral being who investigates a world new to him by taking over the body of a human being. Renato Salvatori, a young actor who gains new stature with each screen role, plays the bewildered "host" to the outer space intruder.

Claudia Cardinale will again be the star of one of our important spring releases, "The Magnificent Cuckold." Ugo Tognazzi co-stars with her in the comedy as a husband who erroneously judges his wife's faithfulness by his own free-wheeling love life.

Adventure and larceny have a habit of going hand-in-hand, but the addition of four beautiful girls to the combination generates a highly combustible film. "The Beautiful Swindlers" was made in France, Japan, Holland, and Italy and the variance in feminine techniques gives a new look to international crime.

The above run-down would certainly indicate that theatres all over America, regardless of the type of program they present, can look to Continental Distributing as a steady supplier of fine and diversified motion pictures.

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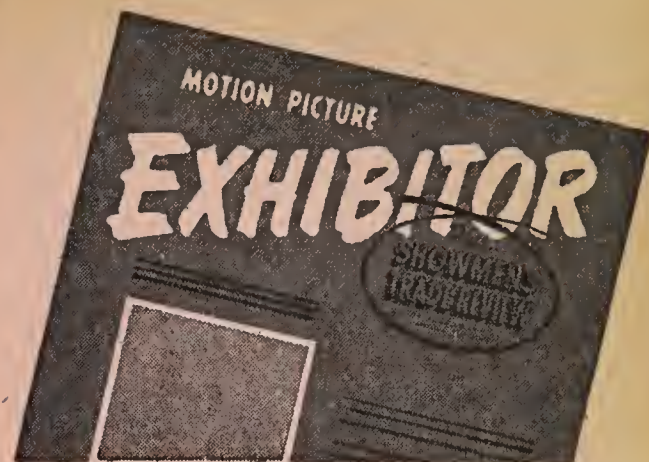
# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICES** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO

Vol. 72 No. 24

DEC. 30, 1964

## AMERICAN-INT.

### The Last Man On Earth

MELODRAMA  
86M.AIP  
(Italian-made)

ESTIMATE: Fascinating horror entry.

CAST: Vincent Price, Franca Bettoia, Emma Danieli, Giacomo Rossi-Stuart, Umberto Rau, Christi Courtland. Produced by Robert L. Lippert; directed by Sidney Salkow; screenplay by Logan Swanson and William P. Leicester.

STORY: Chemist Vincent Price and his fellow scientists vainly seek a serum that will kill an infectious bacteria responsible for a plague that is decimating earth's population. At last, Price is the sole survivor in a large American city, thanks to a natural immunity to the germ. His daily routine for three years has been spending the day driving the city streets and picking up bodies, which he throws into a giant fire pit, and seeking out infected survivors who have metamorphosized into sub-human zombies. These he kills by pounding wooden stakes through their heart and casting them into the pit. The zombies cannot bear daylight, but come out at night to seek the last man, surrounding his barricaded house which he protects with lights and mirrors. One day, however, he is picking up bodies when he sees a young woman, Franca Bettoia, running across a field. He catches her and convinces her to come to his home, thinking he has found another human uninfected by the germ. She is, in reality, one of the zombies who has discovered a serum that will temporarily suspend the symptoms of the disease. She has been sent by others in their "new society" to kill Price. When she passes out, he gives her a transfusion (blood) and her symptoms vanish. As night falls, the cohorts of Bettoia return and Price must flee. He takes sanctuary in a church, but they find him and stake him on the altar.

X-RAY: Horror buffs will find much meat for thought in this chiller, which suggests what kind of a view the survivor of any widespread calamity might develop. Price's performance is priceless—for most of the film he takes the solo reins and carries off the story with scarcely a word spoken. Watching him, rational and yet torn by remnants of his humanity, as he moves alone through a city wasted by death, picking up whatever he pleases in supermarkets, selecting a car, etc., is fascinating and morbid. As provocative science fiction, the entry is sure to generate talk.

AD LINES: "By Night They Leave Their Graves"; "How Much Horror Can You Face"; "Alive Among The Lifeless."

### Unearthly Stranger

MELODRAMA  
68M.AIP  
(English-made)

ESTIMATE: Original sci-fi entry is well done.

CAST: John Neville, Gabriella Licudi, Philip Stone, Patrick Newell, Jean Marsh, Warren Mitchell. Produced by Albert Finnell; directed by John Kirsh; screenplay by Edward Williams.

STORY: John Neville, brilliant scientist, is working on a secret project whereby man might, through the power of his mind, project himself through time and space. His superior is killed under mysterious circumstances, and he is named to head the project. He discovers that other scientists on the experiment have also been killed under the same circumstances. He is also disturbed by the discovery that his new bride, Gabriella Licudi, sleeps with her eyes open and has no pulse. When he tells fellow scientist Philip Stone of this, his colleague scoffs, but later discovers Neville's wife is insensitive to heat as she removes a red-hot pan from the oven with her bare hands. Neville is removed from his assignment by security chief Patrick Newell and works on the project at home. He makes a breakthrough and contacts Stone and Newell, arranging to meet them at the office. Newell takes Neville's notes, but before he can lock them up, is stricken by the same kind of explosive hemorrhage and dies. Neville and Stone link the events to Licudi, and Stone's suspicion that she is from another planet and is projecting herself as an earthling is correct. Licudi tells him she was sent to destroy him, but failed because she loves him. She, in turn, is destroyed by her fellow creatures. Stone and Neville discover the office secretary is also one of "them." When they find a way to control her powers, she too disappears by leaping from a window. Down in the street, they notice all of the onlookers do not blink.

X-RAY: This is a well made horror entry with good casting and an imaginative story based on the improbable, but possible theory that life can be projected. Performances and settings are excellent, with Neville and Licudi turning in some fine acting. As part of a horror or science fiction bill, this one is both enjoyable and exploitable.

AD LINES: "Terrifying . . . Weird . . . Macabre!"; "Strange Things Walk Among The Living To Quench Their Vile Desires."

## COLUMBIA

### World Without Sun

DOCUMENTARY  
93M.Columbia  
(Color)

ESTIMATE: Fairly interesting undersea documentary.

CREDITS: Produced by Jacques-Yves Cousteau and Jacques Mauger; directed by Jac-

ques-Yves Cousteau; commentary written by James Dugan, Al Ramrus, and Jim Schmerer; director of photography is Pierre Goupil.

CONTENT: Commander Jacques-Yves Cousteau and a group of men known as Oceanauts conduct an experiment beneath the waters of the Red Sea, where they establish underwater bases and experimental stations where the men live for long periods without surfacing in specially equipped spheres which in turn are supplied by surface vessels. The men and cameras explore the depths, taking samples and capturing fish samples, etc.

X-RAY: The exploration of the ocean depths and following some of the denizens of the deep make for fairly interesting film fare though a bit on the long side for the amount of material involved. Its calmness and tranquility and a lack of action, except for a few scenes, may lull the viewer into too quiet an acceptance. Technically, it's well presented, with the living habits and quarters of the Oceanauts of interest as are some of the rarely seen inhabitants of the deep. Direction and production are capable. Tie-ups with schools, science clubs, etc. may well be in order to establish some extra attention.

AD LINES: "Explore The Ocean Depths For A New Kind Of Adventure"; "An Experiment Which Could Change The Future Living Habits Of Men."

## EMBASSY

### Marriage Italian Style

DRAMA  
102M.Embassy  
(Eastman Color)  
(Italian-made)  
(English titles)

ESTIMATE: Interesting import with potent names.

CAST: Sophia Loren, Marcello Mastroianni, Also Puglisi, Tecla Scarano, Marilu Tolo, Pia Lindstrom, Giovanni Riboldi, Vito Moriconi. Directed by Vittorio De Sica; produced by Carlo Ponti.

STORY: Sophia Loren, one-time prostitute and long-time mistress of Marcello Mastroianni, a wealthy businessman, is taken deathly ill. On her death-bed she persuades Mastroianni to marry her. She miraculously recovers, and he realizes that he has been tricked. It's recalled that she has been taking care of his business as well as his romancing while he travels and enjoys himself during all these years. He has the marriage annulled on grounds of fraud, and it turns out one of the reasons for her move was to provide a father and name for her three sons, whom she kept secret. One, she assures him, is his, but she refuses to reveal which. He becomes obsessed to find out which is his, and during the process, he finds that they still love each other. They get married again with all three boys as witnesses and all calling him father.

X-RAY: This import may be presumed by some to be a sequel to "Divorce Italian Style," but actually it has no connection with its



predecessor. This entry is a drama and not a comedy, although there are bits of laughter here and there. Some of the same people are utilized in the making, but that's all. Still, it's entertaining and should offer art house patrons an entertaining run for their money, which they should find highly satisfying for the most part. Performances are good, and direction and production are attractive. The screenplay is based on the play, "Filomena Marturano," by Eduardo De Filippo.

AD LINES: "First Came 'Yesterday, Today and Tomorrow' . . . Then 'Divorce Italian Style' . . . and Now 'The Treat Of All—'Marriage Italian Style'"; "Loren And Mastroianni Make 'Marriage Italian Style' An Entertainment Gem."

## 20TH FOX

### The Pleasure Seekers

COMEDY DRAMA  
107M.

20th-Fox  
(CinemaScope)  
(Color by DeLuxe)

ESTIMATE: Entertaining entry.

CAST: Ann-Margret, Tony Franciosa, Carol Lynley, Gardner McKay, Pamela Tiffin, Brian Keith, Andre Lawrence, Gene Tierney, Vito Scotti, Isobel Elsom, Maurice Marsac, Shelby Grant. Produced by David Weisbart; directed by Jean Negulesco.

STORY: Pamela Tiffin arrives in Madrid to share an apartment with former school chum Carol Lynley, secretary to American news agency manager Brian Keith, and Ann-Margret, singer-dancer. Lynley is in love with Keith, who is married, and she is also partial to newsman Gardner McKay, who does well with girls generally. On her first day, Tiffin meets wealthy young Spaniard Tony Franciosa, who has a way with gals and a sure line. Lynley tries to warn Tiffin, but she falls for him anyway. Ann-Margret is run down by the motor scooter driven by young Spanish doctor Andre Lawrence, and love rears its head again. Tiffin's romance progresses to the point where Franciosa asks her to meet his mother. When she follows through, she finds that it's another part of his line. Ann-Margret gets Lawrence to admit that he loves her, but his modest start in medicine can't accommodate a wife. Keith's wife, Gene Tierney, tells off Lynley when she thinks that they are getting too friendly. Keith decides to go back to the U.S., leaving McKay in charge with Lynley as his secretary. The future here is promising for both. Keith also shows Franciosa and Lawrence that it would be a mistake to let the other girls return home. Marriage is in the offing for all.

X-RAY: Following a pattern set by "Three Coins In The Fountain," this romantic comedy drama with music attempts to hit the same bullseye. Oft-times it does, but some of it is a bit too long. It's colorful, easy on the eyes, shows off the beauty of Spain and Madrid, and generally comes across as pleasant entertainment, aided by capable performances and good direction and production. There are also some musical numbers to pad things out and enhance the production, and some views of several world-famous paintings to be seen in the museums of the country. Among the tunes heard are "The Pleasure Seekers," "Something To Think About," "Everything Makes Music When You're In Love," and "Next Time." The screenplay is by Edith Sommer, based on a novel by John H. Secondari.

TIP ON BIDDING: Higher bracket.

AD LINES: "Fun, Romance, And Music In Spain"; "Follow 'The Pleasure Seekers' For Fun All Through Spain."

### DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers.

## UNIVERSAL

### The Night Walker

DRAMA  
86M.

Universal

ESTIMATE: Horror entry has angles.

CAST: Barbara Stanwyck, Robert Taylor, Hayden Rorke, Lloyd Bochner, Judith Meredith, Rochelle Hudson. Produced and directed by William Castle.

STORY: When Barbara Stanwyck talks in her sleep, her wealthy, blind, and possessive husband, Hayden Rorke, is convinced that she has a secret lover. He summons his attorney, Robert Taylor, and plays some of the tapes he has recorded for him. He even hints that he suspects Taylor, which the latter denies. Rorke is killed when there is an explosion in his laboratory, although his body is never found. After this, Stanwyck is subjected to a campaign of terror during her sleeping which almost drives her mad. She turns to Taylor for help, who at first suggests psychiatric help as Rorke is blamed by Taylor for her nightmares. An employee in Stanwyck's beauty parlor, Judith Meredith, is in cahoots with a private detective her husband once hired to follow her. They have a scheme for getting money from her. They are eliminated, and Taylor arrives to tell her he believes her. They decide to check her old home to find out if Rorke is really alive. They are separated, and suddenly she is faced by Rorke, who falls to his death. The dead man is Taylor, who wore a mask made up to look like her dead husband. He was also after her money.

X-RAY: Here is a tale that has suspense and one that could create fear in some watchers as it unfolds in a manner calculated to hold interest. The story is beclouded by trickery, and the cast is efficient, with the direction and production able. It could be okay with an intriguing campaign of the type usually put on by its maker, Bill Castle: It also has the "name" value of the cast to assist. Robert Bloch wrote the screenplay.

AD LINES: "If You Are Afraid Of Dreams—Don't See 'The Night Walker'"; "An Adventure In Unusual Suspense."

## WARNERS

### Sex And The Single Girl

COMEDY  
114M.

Warners  
(Technicolor)

ESTIMATE: Frenzied farce with leers and laughs.

CAST: Tony Curtis, Natalie Wood, Henry Fonda, Lauren Bacall, Mel Ferrer, Fran Jeffries, Leslie Parrish, Edward Everett Horton, Larry Storch, Stubby Kaye, Howard St. John, Otto Kruger, Max Showalter, William Lantreau, Helen Kleeb, Count Basie and His Orchestra. Produced by William T. Orr; directed by Richard Quine.

STORY: Tony Curtis is editor of a filthy magazine which delves sensationally into private lives. To boost circulation, he attacks the reputation of research psychologist Natalie Wood (Dr. Helen Gurley Brown), who has written a best seller, "Sex And The Single Girl." Curtis claims she is a fraud and a 23-year-old virgin. Curtis, who has several girls on the string, impersonates his best friend, stocking manufacturer Henry Fonda. He becomes Wood's patient, telling her of Fonda's stormy marital blowups with wife Lauren Bacall. Curtis and Wood are drawn to one another, and she is alarmed as her interest in her supposedly married patient becomes more than professional. Bacall goes to see Wood for advice, and Curtis also sends girl friends Leslie Parrish and Fran Jeffries to pose as his

wives. In the mixup, Fonda is charged with bigamy. Curtis finally refuses to write the nasty article about Wood. He really loves her. However, the Institute where she worked goes bankrupt as the executives abscond with the money. A wild chase to the airport involves all the principals, and when the dust clears, Curtis and Wood are in each other's arms, and Fonda and Bacall are happy again.

X-RAY: This frantic farce gets more leers than laughs, and that's a shame. The cast is loaded with excellent performers, but they can't beat a rather tasteless script and a story that really has nowhere to go. The title is based on Helen Gurley Brown's best seller, and Natalie Wood supposedly portrays Dr. Brown. The pace is frantic, and there are a few really funny spots, but the effort bogs down in periods of questionable taste. Color is good; settings and wardrobes are lavish; and there are some fine musical numbers by Fran Jeffries and Count Basie. It has all the elements, but they just don't add up in this case. Even the flimsiest farce must have a story peg, and this one just doesn't. The Legion of Decency gives it a "B" rating, objectionable in part for all. We concur. Screenplay is by Joseph Heller and David R. Schwartz. They have given some fine performers very little to work with.

TIP ON BIDDING: Better program rates.

AD LINES: "A Frantic, Fun-Filled Peek At Everybody's Favorite Subject"; "Helen Gurley Brown's Best Seller Hits The Screen With Hints On What Every Girl Should Know."

## MISCELLANEOUS

### Kiss Me, Stupid

COMEDY  
126M.

Lopert Pictures  
(Panavision)

ESTIMATE: Sex-laden fun-fest may raise a few brows.

CAST: Dean Martin, Kim Novak, Ray Walston, Felicia Farr, Cliff Osmond, Barbara Pepper, James Ward, Doro Merande, Howard McNear, Bobo Lewis. Produced and directed by Billy Wilder; associate producers, I. A. L. Diamond and Doane Harrison.

STORY: When Dean Martin concludes an engagement in Las Vegas, he drives back towards Hollywood, but is detoured through small town Climax, Nev., where he stops for gas at a station run by Cliff Osmond, who also writes lyrics for music composed by town organist and music teacher Ray Walston. Osmond arranges for Martin's car to break down so that they can try and sell him some of their music. Martin is put up at Walston's house despite the latter's reluctance and jealousy as regards his loving wife, Felicia Farr. When Martin states that he is interested in some action as regards women, Osmond has an idea to get Kim Novak from a bar and grill down the road. She's to pose as Walston's wife while he gets Farr out for the night by having a fight with her. This will make selling the music easier, it's thought. Novak agrees and softens up Martin, but Walston realizes she is really a nice person and throws Martin out. Farr gets wind of what's going on and substitutes for Novak at the bar, interesting Martin when he stops there. They have a ball. Several days later, on his national tv show, he uses several of their tunes. This amazes Walston who can't understand his good fortune, whereupon a reconciled Farr whispers "Kiss Me, Stupid."

X-RAY: This highly-humorous entry is suitable for adults only because of the spicy dialogue and sexy situations. Even so, some might get upset at the frankness of the story line on screen. It's ably done in the acting, direction, and production departments, and should provide much entertainment as well as comment for those interested. Some Gershwin tunes heard include "Sophia," "I'm A Poached Egg," and "All the Livelong Day." A sneak preview audience seemed to have an



enjoyable time. The screenplay is by Billy Wilder and I. A. L. Diamond, based on the play "L'Orchestra Fantasia" by Anna Bonacci. This carries a Legion of Decency "Condemned" rating.

AD LINES: "The Sexiest, Swingiest Comedy In Years"; "It's That Comedy For Adults Only."

## The Nasty Rabbit

COMEDY  
85M.

(Fairway International)  
(Technicolor)  
(Techniscope)

ESTIMATE: Childish entertainment.

CAST: Mischa Terr, Arch Hall, Jr., Melissa Morgan, William Watters, Little Jack Little, Ray Vegas, John Akana, Harold Bizzy, Sharon Ryker, Hal Bokar, George Morgan, Leslie Kovacs, Pat and Lolly Vegas and The Archers. Produced by Nicholas Merriwether; directed by James Landis.

STORY: In a nuclear submarine, Soviet agent Mischa Terr is given a final briefing and a rabbit containing a vial of bacteria which when released at the right moment and at the right spot on the Continental Divide could kill millions in the U. S. His arrival is witnessed by a contingent of agents from a variety of foreign countries, and his movements are followed as he gets a room at a dude ranch disguised as a cowboy. U. S. agent Arch Hall, Jr., arrives at the ranch disguised as a rock and roll singer, and various subterfuges are used to try to get the rabbit and his cargo. As the time arrives to release the rabbit at the appointed spot, Hall intercepts Terr. The vial is deactivated.

X-RAY: It's almost a shame to see Technicolor wasted on this subject matter and story that is both for children and childish in concept and execution. It might garner some favorable reaction among the sub-teens with its sub-standard acting, direction, and production, and it could conceivably serve as filler on the lower half of a program or on a Saturday matinee show. Arch Hall and Jim Critchfield get the credit for the screenplay. There are three songs to be heard, "The Robot Walk," "Jackie," and "The Spy Waltz." Incidentally, the photography is fairly good.

AD LINES: "The Funniest Take-Off On Spies And Spying In Many A Day"; "A Laugh A Minute . . . Thanks To The Nasty Rabbit."

## FOREIGN

### The Face Of War

DOCUMENTARY  
105M.

Janus  
(Swedish-Japanese-made)

ESTIMATE: Anti-war preachment is potent.

CREDITS: Directed by Tore Sjoberg; edited by Ingemar Ejve; narration by Bryant Haliday; produced by Minerva International Films, Stockholm, and Nippon Eiga Shinsha, Tokyo.

STORY: This delving into the library of stock shots includes some rare items such as Russia of czarist times, the Russian revolution, Kaiser Wilhelm of Germany, World War One, Adolph Hitler and infamous Naziism, concentration camps, Japanese war lords, the attack on Pearl Harbor, the Japanese suicide fighters, the dropping of the atom bomb on Japan, and its results.

X-RAY: This somewhat lengthy, but interesting, anti-war preachment features some adroit editing of remarkably well preserved ancient footage of several world wars, all pointing up in intelligent commentary as well as photographic record of the futility of it all. Musical accompaniment by George Riedel, especially cynical martial music, enhances things further. The aftermath of Hiroshima and the Jewish victims of the German concentration camps speak for themselves and will be long remembered (it is hoped).

Whether this type of film fare will pass as "entertainment" is a moot question, but it is of undeniable value, especially to students and others of learned bent. The film is lengthy, but it covers a lot of history and never lags in punching across its anti-war message. Much of this is horrible, but its forcefulness can not be denied.

AD LINES: "Lest We Forget—The Horror (and Futility) Of War"; "It Is Too Late When We Hear The Beat Of The Drums—Don't Let It Happen Again!"

### Love Ala Carte

DRAMA  
98M.

Promenade Films  
(Italian-made)  
(English titles)

ESTIMATE: Fair import with "names" to help.

CAST: Marcello Mastroianni, Simone Signoret, Gina Rovere, Sandra Milo, Emmanuelle Riva, Claudio Gora, Ivo Garrani, Gianrico Tedeschi. Directed by Antonio Pietrangeli.

STORY: When the Italian Government abolishes houses of prostitution, most of the girls are left to shift for themselves. One, Simone Signoret, is determined not to wind up on the streets, and she convinces some of her associates, Emmanuelle Riva, Gina Rovere, and Sandra Milo, to pool their savings and open a restaurant in the suburbs, with bedrooms overhead to be utilized. They have difficulty getting a license with their background, even after they get a broken down farm. They are forced to appeal to Claudio Gora, a former client, who is the landlord. He gets them the license only after they agree to make him a partner in the upstairs activities. They start out as novices but soon have a going business as the food is good and cheap. The country atmosphere helps. There are complications. A fast-talking automobile salesman, Marcello Mastroianni, attracts Signoret, and she thinks he is in love with her. He uses her. Riva brings her young son to live with her temporarily. Rovere falls for a land surveyor, who becomes a steady restaurant patron, but Milo remains carefree. Rovere confesses her background when her young man proposes marriage, but he still wants her. Their prosperity lulls them into thinking they can go straight until Gora insists they start their upstairs operation. When they refuse, they are arrested. Their license is taken away, and when the story and their photos appear in the paper, Rovere's engagement is off. They wreck the restaurant, and Signoret winds up in the streets, dreaming of opening another restaurant.

X-RAY: This import holds interest fairly well although the method of getting across the promising story is a bit on the heavy-handed side. The performances are good, and direction and production are okay. It should do average at the art spots, although the "names" of Mastroianni and Signoret, and a personal appearance by Domenico Modugno, the singer, could help.

AD LINES: "When Four Pleasure Girls Turn Honest And Open A Restaurant . . . Anything Can Happen"; "They Put Love On The Menu."

### The Terrace

DRAMA  
90M.

Royal Films Int.  
(Filmed in South America)  
(English titles)

ESTIMATE: Bored youngsters at play is mildly entertaining.

CAST: Graciela Borges, Leonardo Favio, Marcela Lopez Rey, Hector Pellegrini, Dora Baret, Norberto Suarez, Enrique Leporace, Luis Walmo, Mirtha Dubner, Oscar Caballero, Belita. Produced by German Szulem; directed by Leopoldo Torre Nilsson.

STORY: There is a swimming pool and terrace atop a luxury apartment house where a number of youngsters from the building

and their friends congregate for swimming, fun, drinking, and romancing, which makes some of the other tenants unhappy. They are served drinks, food, etc., by the porter's 10-year-old daughter Belita for a slight fee. She and other youngsters are saving their money to buy a stand in the market. After they've drunk enough, danced enough, and romanced, the parents and building tenants become annoyed enough to threaten them, whereupon the boys and girls threaten to jump off the roof if the adults invade their domain. The invaders withdraw temporarily but decide to come back. The boys grab Belita as a hostage and threaten to throw her over. The adults do not believe they will go through with this madness and advance. Belita is thrown over only to land on a balcony. She doesn't die but is injured, and later, with a lame leg, she and her playmate come up to the now deserted terrace and emptied swimming pool and play with the leaves of autumn.

X-RAY: This is another of those films dealing with the bored youth of today who are continually seeking fun and thrills. Mayhaps art house audiences may want this type of entry, which seems confining and mildly entertaining. The story holds interest in adequate fashion, and performances, direction, and production are efficient. The screenplay is by Beatriz Guido. This has been "condemned" by The Legion of Decency.

AD LINES: "They Were Ready To Do Anything For Thrills"; "They Wanted The Unusual And Found It On 'The Terrace'."

### The Umbrellas Of Cherbourg

NOVELTY  
90M.

Landau  
(French-made)  
(English titles)  
(Color)

ESTIMATE: Unusual treatment for ordinary love story.

CAST: Catherine Deneuve, Nino Castelnuovo, Anne Vernon, Marc Michel, Ellen Farner, Mireille Perrey, Harald Wolff. Directed by Jacques Demy; A Mag Bodard Production for Parc-Dedeleine Films.

STORY: Young Catherine Deneuve and mechanic Nino Castelnuovo are very much in love. She lives with her widowed mother, Anne Vernon, who owns an umbrella shop in Cherbourg. He lives with his godmother, who is cared for by attractive Ellen Farner. They want to get married, but he still has his two years of military service to go through. Her mother is faced with financial difficulties and wants to sell her jewels. The town jeweler recommends her to diamond merchant Marc Michel, who is more interested in Deneuve than in the jewels, which he buys anyway. The youngsters have a last fling before he leaves for the army, and Deneuve becomes pregnant. Vernon keeps the friendship with Michel going, the latter not overly concerned that Deneuve is pregnant. Distance has a cooling effect on the lovers, and gradually, Vernon's arguments and Michel's tenderness win her over. She agrees to marry him. Castelnuovo is upset when he finds that she has married, but he is consoled by Farner, whom he marries. He buys a gas station with the legacy left him by his godmother. Three years later, they are happy with their business and a small son. At Christmas, Deneuve appears at the station for some gas with her daughter. They really have nothing to say, and she continues on her way as Castelnuovo gathers his wife and son to him.

X-RAY: There is not much that is extraordinary about this simple love story, but what is unusual is its charm, the dialogue in song-form, the color, and surroundings. The cast is fine, and direction and production of quality calibre. The film has won a number of awards, including the Grand Prize at the 1964 Cannes Film Festival. Art house attendees should find the result an embracing and enchanting one, once they get used to the

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## ALPHABETICAL GUIDE TO 120 Feature Reviews

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## THE UMBRELLAS OF CHERBOURG

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musical conversation. The scenario and lyrics are by Jacques Demy, and the music is by Michel Legrand.

AD LINES: "A Wonderful Love Story Told In A New Way"; "A Prize-Winning, Enchanting Entertainment."

## Why Bother To Knock

COMEDY  
88M.

Seven Arts  
(Color)  
(Filmed abroad)  
(CinemaScope)

ESTIMATE: Fairly amusing comedy.

CAST: Elke Sommer, Richard Todd, Nicole Maurey, June Thorburn, Rik Battaglia, Judith

Anderson, Dawn Beret, Scot Finch, Eleanor Summerfield, John Le Mesurier. Produced by Frank Godwin; directed by Cyril Frankel.

STORY: Travel agent Richard Todd is in love with June Thorburn and persuades her to come up to his apartment. He is foiled when he can't find his key. He suggests that they spend the night at a hotel, and she walks out on him. He decides to take a tour of the continent, but before he leaves, friend Judith Anderson has a flock of apartment keys made up for him so that he won't lose them so readily again. In Austria, Todd has a fling with Nicole Maurey and gives her a key to his flat. In the Alps, he has a romantic interlude with guide Elke Sommer and gives her a key. Another one who winds up with a key is teen-ager Dawn Beret, who intercepts it when he intends it for her mother in Barcelona. Todd returns home and makes up with Thorburn, but a music festival in town has

all the keyholders arriving for a place to stay. Thorburn and he have another fight. There are mix-ups and complications, but Anderson is instrumental in bringing them together for a final solution.

X-RAY: Boy wants girl; boy gets girl temporarily; boy loses girl; and boy finally gets girl. This just about sums up this entry, which also contains window dressing in colorful locales of various cities on the continent and Edinburgh, Scotland. The use of color is another assist. The acting is frothy, and the direction and production are adequate. It could do okay as part of the show. The screenplay is by Dennis Cannan and Frederick Godfurt, based on the novel by Clifford Hanley.

AD LINES: "He Was Ready For Love On The Run Anywhere And Anytime"; "He Had All The Girls He Wanted Except The Right One . . . The Result Is Frothy Fun."





DECEMBER 30, 1964 SECTION THREE  
Vol. 72 No. 24

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## High School Study Guide On U's "Guns of August"

Universal Pictures Company has prepared an extensive study guide geared to the Junior and Senior High School level in connection with the release of "The Guns of August," the documentary story of World War I based on Barbara W. Tuchman's Pulitzer-Prize-winning and Book-of-the-Month Club best-seller.

The study guide is being designed as a supplementary tool in the study of history and social studies and is being tied in with a special 14 x 17 three-color poster and book mark being made available for libraries, classrooms, schools and teachers free of charge until the supply is exhausted.

Availability of the materials is being publicized by periodicals of the American Library Association and the National Educational Association.

"The Guns of August" was created and produced by Nathan Kroll with Lawrence G. White serving as executive producer and represents 14 months of research work and the assembling of 160,000 feet of film and thousands of photographs from which the 11,000 feet of film and the nearly 200 still photographs were selected which comprise the footage of "The Guns of August."

The one-sheet will be used initially in special displays being developed with the Public Library systems. It shows a copy of the book and six scenes from the picture and highlights the Pulitzer Prize and Book-of-the-Month Club selection as well as the current best-seller status of the book. The line "Now A Great Motion Picture" is highlighted on the display.

## New "Sylvia" Rose

Martin Poll's "Sylvia," starring Carroll Baker and George Maharis, is being highlighted in a giant national promotion set by Paramount Pictures with the Ortho Division of California Chemical Company.

The tie-in focuses on a special "Sylvia" rose cultivated by Ortho for the film. During production, Ortho made a short "newsreel" film in color with Carroll Baker in a gardening scene, which will be shown at over 400 Ortho distributor and dealer meetings across the country.

"Sylvia" also is prominently credited in promotional literature, ad mats and display materials used by Ortho dealers. One of the many unusual selling aids is a pink gift card that will be attached to the stems of "Sylvia" roses, reading "A 'Sylvia' rose for you, compliments of Carroll Baker."

## Columbia's 8mm Home Movies Plug "First Men In The Moon"



Jack Cataldo, manager, United Detroit's Palms, Detroit, Mich., attracted plenty of attention to 20th Fox's "Rio Conchos" with this street bally of an "Indian" on a pony dragging a "body" through the streets downtown and in suburban shopping centers.

**LOOK FOR EXPLOITATION  
EVERY OTHER WEEK IN  
MOTION PICTURE EXHIBITOR**

Two new 8mm home movies—a ten-minute reel extracted from actual footage of Charles H. Schneer's current full-length feature, "First Men IN The Moon," and another nine-minute film depicting the recent Ranger Moon Shot as seen on NASA footage—will be packaged as a twin retail offering of Columbia's Pictures' 8mm home movie division.

Eli Arenberg, manager of the Columbia 8mm division, said that the new marketing innovation showing both the fictional and non-fictional aides of the moon will give the home moviegoer an opportunity to compare at close range the actual surface of the moon with that created from the great imagination of H. G. Wells, master storyteller upon whose work "First Men IN The Moon" is based. The home movie version of "First Men IN The Moon" features the stars of the film, Lionel Jeffries, Martha Hyer and Edward Judd. The Columbia Pictures is currently in release throughout the country.

Arenberg said that the release of the 8mm film timed with the openings of the full-length feature benefits both theatres showing the Columbia Pictures release and stores  
(Continued on page EX-644)



Area junior and senior high school students, 2600 of them, all members of their respective science clubs, were guests recently of Columbia Pictures and the Junior Academy of Science, sponsored by the Pennsylvania Academy of Science, at a special preview of Columbia's "First Men In The Moon" at the Stanley, Pittsburgh, Pa. Sister Mary Gabrielle, St. Francis Academy, directed the program, first ever sponsored by the Junior Academy.



# Many Charities Benefit From Warners' "My Fair Lady" Costumes

Costumes created by Cecil Beaton for the Warner Bros. motion picture production of "My Fair Lady" have been instrumental in raising more than \$1,121,000 for leading charities throughout the United States.

Twenty-one of the beautiful "My Fair Lady" costumes, including gowns, hats, gloves, parasols, canes and jewelry, have been the star-of-the-show when presented at major social events from coast to coast.

Important fund-raising showings of the "My Fair Lady" costumes have included the Dallas (Tex.) Society Ball, the Detroit (Mich.) Symphony luncheon, the Cleveland (O.) Junior League Ball, the St. Luke's-Presbyterian Hospital Fashion Show in Chicago, the Peninsula Volunteers Show in San Francisco, the Fan Ball for the Children's Cancer Fund in New York, the Fashion Show for the Boston Catholic Guild for the Blind and the Los Angeles Museum Fashion Show.

The climax of the costumes' charity tour took place in Miami Beach, Fla., when they were presented at the Mount Sinai Hospital Benefit Show in the Fontainebleau Hotel. The costumes will remain in Miami for showing on a float in the Orange Bowl Parade on New Year's Day. Subsequently, they will be shipped to London for presentation there and in continental Europe.

## "Goldfinger" Paperback

More than 300,000 copies of an eye-catching new paperback film edition of "Goldfinger" have been issued by Signet Books, a division of The New American Library and publishers in the United States of Ian Fleming's popular James Bond thrillers.

The main art of the attractive new book is the same gold-painted female form which figures predominately in the advertising of the United Artists motion picture release. It is featured on the front and back covers.

In addition to the line, "Now A Great Motion Picture," the cover of the Signet book includes a photo of Sean Connery as Bond and notes that the film introduces Honor Blackman as Pussy Galore. The back cover contains full credits for the motion picture.



As exploitation for MGM's "The Unsinkable Molly Brown," Robert C. Potenziani, Loew's State, White Plains, N. Y., had this model in a 14-foot runabout handing out promoted candy bars in imprinted envelopes, cigars to the gents, and contest heralds as a living ballyhoo.

## Churchill On TV

Every television station in the United States—a total of 534 in all—was provided with a one-minute news featurette for use on Sir Winston Churchill's 90th birthday with built-in credits for Columbia Pictures' current release, "The Finest Hours."

The massive distribution, which was prepared by the Columbia publicity department, was mailed to news directors of each station for use on their news programs on the anniversary of Sir Winston's 90th birthday.

The 16mm. footage, most of it never before seen prior to the release of "The Finest Hours," is comprised of excerpts from the Jack Le Vien-produced film about the heroic adventures, the humor and the heart of the century's most exciting man—Sir Winston Churchill.

The featurette has also been serviced around the world by the film company's foreign publicity department.

## "Lord Jim" Do-It-Yourself

A do-it-yourself publicity journal for Richard Brooks' "Lord Jim" which has been designed for expansion to accommodate the growing collection of national newspaper and magazine breaks for the Columbia Pictures release, is currently being distributed by Columbia to exhibitors, playing "Lord Jim" and Columbia's branch managers, group sales agents and field exploiters throughout the United States.

Richard Kahn, Columbia's ad-pub coordinator, describes the unique publicity journal as a means of keeping continuously abreast of "Lord Jim" coverage. He said that every major break for "Lord Jim" in the U. S. press will be reproduced by Columbia and prepared for immediate insertion into the journal, which is a handsome loose-leaf portfolio currently containing more than 60 pages of placements.

Among the important stories and photos already in the do-it-yourself "Lord Jim" publicity journal are such breaks as the impressive Saturday Evening Post color cover and six-page story on "Lord Jim" featuring stars Peter O'Toole and Daliah Lavi in color art together with text and full page photos of scenes from the film. Other reprints in the journal include breaks in such key publications as Esquire, Glamour, Seventeen, Parade, The New York Times, Christian Science Monitor, San Francisco Examiner, Chicago Tribune, New York Post, Chicago American, Boston Record American, New York World Telegram, Philadelphia Sunday Bulletin Magazine, King Features and many others.

Kahn said that recipients of the book will receive reprints of future articles on "Lord Jim" so we can watch together the growth of the most pre-sold motion picture of 1965."

## "Sylvia" Promotion Set

In a major promotion encompassing national advertising and publicity and extensive retailer tie-ins, Paramount Pictures has set a large-scale campaign with Macshore Blouses on Martin Poll's "Sylvia," starring Carroll Baker.

Macshore has created a special line of "Sylvia" blouses for the tie-up. They will be introduced by Carroll Baker in an elaborate two-page color ad in the March issue of Harper's Bazaar, which will be on the newsstands early in February.

Macshore dealers, which include many of the leading department and specialty stores throughout the country, are being serviced with co-op ad mats in two different sizes plugging "Sylvia." A special tag with full credits to the Paramount release is being attached to all blouses in the "Sylvia" line.

Mailings, bulletins and a display poster also are being used by Macshore to stimulate widest support from retailers on the tie-in. A presentation book on "Sylvia" is being used by the Macshore sales force for this purpose.

## Baker In Playboy

Seven full pages of Carroll Baker in color are one of the major attractions in the December issue of Playboy Magazine, with extensive credits to her forthcoming Paramount releases, Joseph E. Levine's "Harlow" and Martin Poll's "Sylvia."

The elaborate photo layout labels Miss Baker "Hollywood's hottest sexpot." She is quoted as saying, "I see nothing extraordinary about removing my clothes for the cameras," and practicing what she preaches, she posed fetchingly unfettered for the special Playboy pictorial essay.



Ed Resenbeck, house manager, Times, Cincinnati, Ohio, is seen with the official hostesses and usherettes, in pink, naturally, all set for the opening of United Artists' "The Pink Panther."





Four teen-agers decorate a Ford Mustang, courtesy of a car dealer, used to promote American International's "Pajama Party." Music was taped from the film's album and played in the open car which was driven through every shopping center in Maryland, Virginia and downtown Washington, D. C.

## Horror Stamp Give Away

Green Stamps, Blue Stamps and Plaid Stamps may be OK to sell groceries but suppose you were Columbia Pictures about to release "The Gorgon," and "The Curse of the Mummy's Tomb," two of the scariest horror films seen in years. What kind of stamps would you give away?

Black Stamps, of course. Millions of them.

In one of the most imaginative promotions for horror film fare ever invented, thousands of theatre patrons throughout the nation will receive a ghoulish collection of Black Stamps featuring a frightening assemblage of faces sporting such essential characteristics as scarred foreheads, hairy chins, pointy ears, hypnotic eyes, stringy hair, pointed teeth and whatever else is required to rate as horrible.

Theatres booking "The Gorgon" and "The Curse of the Mummy's Tomb" will receive enough stamps to supply their patrons with Black Stamps. Meanwhile, some wildly funny radio spots and print also will be used across the country, making special reference to the Black Stamp Giveaway offer. At the local level, the Black Stamp giveaway will be the subject of posters, lobby displays and trailers. Theatres will follow up with heralds and local announcements.

"The Curse of the Mummy's Tomb," a Hammer Film Production released by Columbia, stars Terrence Morgan, Ronald Howard and Fred Clark and introduces Jeanne Roland. Filmed in wide-screen Techniscope and Technicolor, "The Curse of the Mummy's Tomb" was produced and directed by Michael Carreras from a screenplay by Henry Younger.

## Rodeo Okays "Rounders"

MGM has completed plans for a national promotional tie-up with the Rodeo Cowboy's Association in connection with "The Rounders," first time the association has endorsed a western film.

The Richard E. Lyons production, which stars Glenn Ford and Henry Fonda, will be screened for the association's board of directors next month when finalists from throughout the country assemble for the National Rodeo Championships at the Sports Arena.

International rodeo champion Casey Tibbs, whose Rose Bowl Rodeo Jan. 24 will feature horses from "The Rounders," staged the film's rodeo scenes which brought about the association's endorsement.

Promotional plans include appearances by film's stars at various R. C. A. rodeos prior to "The Rounders" release early next year.

# British Activities

by Jock MacGregor

Jack Le Vien's documentary of Winston Churchill's life, "The Finest Hours" has inspired many managers to stage news creating opening nights for civic leaders and seek out local personalities with Churchillian associations and anecdotes. This has caught the imagination of editors who have gladly cooperated with stories. H. J. Cowlrick, of the St. George's—that's certainly a suitably named theatre for such a picture—rustled up Sir Oscar Morland who met the statesman many times while on consular service and as under secretary at the Cabinet Office; Major W. McGough, who served in the same regiment; three members of parliament; his trumpeter of 50 years ago; a despatch rider of World War I and others. An excellent prestige press coverage resulted. At Derby, H. Bedford invited the Mayor and Mayoress and the Air Training Squadron provided a guard of honor to line the foyer. Three press photos resulted. A. G. Burness, of the Plaza, Dudley, added a touch of glamor to his campaign. A leggy blonde wearing steel helmet, sergeant's tunic and tights adorned his foyer display of equipment loaned by the Army. Soldiers lined the forecourt on the opening night.

Albert E. Hallam, ABC, Nuneaton, is a manager who is not contented with writeups for programs alone. He keeps a constant watch for items to spotlight the theatre as well and got away with a pictorial splash on the fact that two long serving employees, staff foreman Edward Hunter, 76, and usherette Margaret Blunt, 78, with 40 years ABC service between them, celebrated their birthdays in the same week. A few days later the number of showmanship contests which he has won made the gossip columns. On his rest day he took a busman's holiday and drove a film columnist and photographer the 25 miles to the ABC Cinerama at Birmingham and an impressive half page which was beneficial to both theatres resulted. Another story emerged from the fact the Compton Organ would be brought back into action for a Sunday meeting of the Cinema Organ Society and Theatre Organ Club.

John A. Dixon, of the ABC, Chesterfield, would not appear to be blessed with a film conscious local press though an editorial office is good for the odd window tie-up, is one of those solid showmen who never misses a window display. In a batch of reports covering eight programs and a one night stand by Cliff Richard, during September and October he achieved more than 70. Each program was additionally backed by a combination of foyer displays, hanging cards, extra posters, publicity newspapers, handouts, throwaways and teasers.

B. L. Coppock, of the Odeon, Preston, had the story of "Thomasina" serialized in the largest circulation evening paper in the north-west for five days prior to play date, half the back page for a contest in a weekly and for the foyer which also serves a ballroom and restaurant he revived a peg board Walt Disney Story Exhibition which had been used for a previous program with slight amendments. He also mounted a Walt Disney Cat Gallery consisting of blow-ups for the use in the foyer during the two week run of the Beatle film. His chief projectionist made a tape recording opening with a cat meowing followed by "Ladies and Gentlemen. You have just heard a message from a cat called Thomasina. I will translate etc., etc." This was played between features for two weeks prior to booking. In Wales at the Odeon, Cardiff (no name on the campaign) a "cool cat" contest was danced at the Top Rank Suite and the chief of staff prowled the streets as a cat with the message "I'm Thomasina, the cool cat, Odeon."

The Kentish Independent helped H. T. Bolton, of the ABC, Woolwich, in his quest for a local "Molly Brown" with stories on front and inside pages and published a photo of assistant manageress, Anne Hartley, with the star, Harve Presnell, at the West End preview. Eight "Molly Browns" attended the first evening performance. A horse and buggy decorated with movie and theatre credits was driven by a top hatted evening dressed gentleman through the district on the Saturday before opening.

There is nothing new in inviting a girl to see a picture like "The Spectre" alone at midnight, but R. Stewart, assistant manager, at the Eglinton Toll Odeon, Glasgow, relieving at the Greenock Odeon, found there was a ready list of challengers—especially since the prize was a ticket for The Beatles stage show—and an eager press. A. M. Edwards, of the Odeon, Plymouth, went after press and tv coverages for his road show of "Cleopatra." He also arranged for plugs to be included in the meal time music programs at a number of local factories, and at the interval at football matches. He backed the campaign with store tieups, gimmicks, throwaways, etc. . . . P. G. Browne, of the Edgware Road, Odeon, London, placed the "First Men in the Moon" contest in four suburban weeklies and through his contacts borrowed the actual diver's suit used in the picture for a street stunt when assorted throwaways were distributed. He was also lucky on leaving the showmanship preview to be interviewed by the BBC's Movie-Go-Round reporter and got across a first class plug: "This is the type of program which I think will go down very well in the Edgware Road where my theatre is. The whole family will enjoy it."



## THE EXHIBITOR'S EXPLOITATION EFFORTS

MRS. GENEVA WOOD, manager, Trans-Texas' Fine Arts, Denton, Texas, was responsible recently for creating an atmosphere of extreme "hustle" at the theatre. The reason for all the hustle was a new picture with unlimited advertising possibilities; and as soon as she saw the title and the stars, she knew she had a great attraction to work with. The picture was MGM's "The Outrage." By using the word 'outrage' in the right places she knew it could and would stir up a lot of public interest, particularly if Paul Newman's name was used along with it.

A six-step plan to arouse curiosity and interest was followed very successfully.

The display panel behind the concession stand was attractively decorated with a six-sheet a month in advance to give the patrons ample time to see the title and the stars so that when they saw or heard the title mentioned they would know that this picture would be at the Fine Arts soon. The six-sheet was done in brilliant shades of red, orange, yellow, and brown and attracted lots of attention.

Three weeks before the playdate, window cards of the same design as the six-sheet were placed in prominent stores and windows all over town.

At this time, Mrs. Wood started teaser ads in the local paper each day like "WHY THE OUTRAGE?" "WHAT WAS THE OUTRAGE?", etc. Denton has two large universities with an enrollment of approximately 18,000 this year, and these students attend the movies frequently; so she felt that this picture would be particularly one that college students would want to see. Therefore, the teaser ads were also carried into the universities' papers, resulting in numerous calls about the exact playdate of the picture.

Two weeks before the actual playdate the sidewalks in town were thoroughly stenciled with "OUTRAGE" in 5" letters in bright red day-glo paint. The sidewalks around the two universities were saturated with stenciling so that any student going to or from classes would see "OUTRAGE" at least two or three times a day.

In case some one had not seen the six-sheet display, read the teaser ads, or seen the sidewalk stencils, Mrs. Wood had colored calling cards (500) imprinted "WHAT WAS THE OUTRAGE?" Call (Theatre telephone number)." These cards were handed out personally and placed on cars, concentrating on cars around the girls' dorms at the universities. The cashiers at the theatre, were provided with a short, but interesting answer and lucky they were because the calls came in thick and fast after these cards were distributed.

At the same time that the sidewalk stenciling was done, a front lobby poster attractively painted with a count-down box on it was placed out front and the count-down on days until you see "WHY THE OUTRAGE?" was started. At the same time a count down in the daily ads in the local paper was also begun.

By this time, the town pretty well knew the name of the picture, "THE OUTRAGE" the stars in it, the theatre and how many more days until it started. Nothing was left for the staff of the Fine Arts Theatre to do, but prepare for the opening day and lots of traffic.



K. Gordon Murray recently invited 1500 underprivileged children to see his "Santa Claus" at the Rivoli, New York City, with the aid of the Police Athletic League and Mecca Shrine Temple. Leonard R. Simons is seen pointing to a lobby display on the film.

## U Sets Dream Contest With Modern Screen

Universal Pictures Company and Dell Publication's Modern Screen Magazine have developed an extensive national promotion in connection with the release of William Castle's "The Night Walker."

Keyed to a "Dream Contest" being featured by Modern Screen in its January and February issues for which the magazine is offering a trip for two to the Universal City Studios and 100 other prizes, the tie-up is being highlighted in an unusual five minute film made by Castle which is being offered to theatres weeks in advance of their playdates on "The Night Walker" as a special featurette. The featurette written by Robert Bloch and produced by Castle, features Pat Collins, famed "hip" hypnotist of nightclubs and TV.

The "Modern Screen" contest is featured on the cover of the current January issue and in a full page in the magazine. Dell Publications dealers in cities and towns throughout the United States and Canada are being alerted to the tie-up to enable them to tie in with local engagements of "The Night Walker" and Castle is also featuring the tie-up in special trailers and radio spots he is making.

Universal and Dell promotional executives are now developing additional aspects on the tie-up for the local level.

WILLIAM KANEFSKY, manager, Walter Reade-Sterling's Community, Barclay Farm, Cherry Hill, N. J., recently won a prize for holding the most successful summer kiddie shows in the "southern group" territory, and had fine results with a "Back to School" matinee enhanced with a lobby display which featured a blackboard with "kid" style printing enumerating the items of an all Walt Disney show plus other features dear to kids' hearts such as free candy, and surprises and pencil boxes for each girl and boy. His heralds on this show featured art work instead of the usual press book ads and also plugged two special matinees on Thursday and Friday featuring Columbia's "Hey There, It's Yogi Bear", 3 Stooges and Little Rascals Comedies.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

## Columbia's 8mm Home Movies

(Continued from page EX641)

stocking the 8mm retail package. Among the promotional activities in camera departments are a series of eye-catching window streamers and a colorful retail display unit and special packaging designed to capture attention and command top space. Newspaper advertisements of the two 8mm films and special cooperation is currently being obtained from many retail chains throughout the country.

Among the major department stores and chains entering into a promotional program for the "First Men IN The Moon" and "Ranger Moon Shot" 8mm package are: J. M. Fields stores, a division of Food Fair stores; Macy's; Big "A" Stores; the Wooloo Stores and many others.

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## BUSINESS BOOSTERS

**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

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THEATRE PROMOTIONS mean the difference between "THE RED" and "THE BLACK." Suite 1112, 104 West 70th Street, N.Y.C. 23, N. Y.

## SPEAKER CONES

**DRIVE-IN SPEAKERS RECONED 90¢ EACH.** All weather resistant material. Write for free sample. C & M RECONE COMPANY, 18 E. Trenton Avenue, Morrisville, Pennsylvania.

**DRIVE-IN THEATRE SPEAKER CONES BAD?** Mail one to us for FREE SERVICE: no obligation. High quality; low prices. WESTERN ELECTRONICS CO., 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).

## THEATRE FOR SALE

**BEAUTIFUL, 400-CAR DRIVE-IN theatre and 8-lane bowling alley.** Only alley and theatre in prosperous Southeast Kansas town. Established operation doing excellent business. A real opportunity. Priced right by absentee owners. STEIN THEATRES, INC., Box 406, Parsons, Kansas.

## THEATRE SEATING

**COMPLETE SEATING SERVICE.** Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## THEATRES WANTED

**WITHIN 150 miles of N.Y.C.** Prefer stage and parking. Lease or purchase. PETER J. RES-TIVO, 2842 Whaleneck Dr., Merrick, L. I., N. Y. 11566.

**DRIVE-IN THEATRE:** Wanted to lease with option to buy. N. Y., N. J., Conn. area. Mail to BOX 277, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## USED EQUIPMENT

**WILL ACCEPT BEST OFFER** on following theatre equipment: RCA projection and sound equipment, 750 cushioned seats, screen, ticket machine, money changer and popcorn machine. Write: H. W. LAMAR, 110 Rita Ave., Belvedere, So. Car.

## WINDOW CARDS

**WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B.** All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**WANTED: MANAGER** for deluxe Ohio indoor theatre, experienced in advertising, promotions, exploitation. Excellent salary, benefits. State age, experience and furnish photo. BOX A1223, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EXPERIENCED MANAGER** desires position in area within 75 miles of New York City. Five years experience hard tops and drive-ins. Capable of buying, advertising, concession management. WILLIAM J. MARSHALL, 73-62 255th St., Glen Oaks, N. Y. 11004. 212-FI-3-1433. (1216)

**JOB WANTED** as assistant manager or projectionist. Prefer assistant manager work. Hard top or drive-in. Can be on job within three weeks. References from ex-employers. Relocate anywhere. WILLARD W. BILL FRAZIER, 423 1/2 Shawnee, Leavenworth, Kans. (1216)

**GENERAL-RESIDENT MANAGER**, first run 1400 seat theatre, southwest Chicago suburbs past 21 years. Theatre sold. Available after first. Complete operation, concessions, buying, booking, public relations, etc. Excellent references. Consider any reasonable offer. Married, no children. R. A. CHRISMAN, 1533 Maple Ave., Downers Grove, Ill.

**WANTED:** Young, aggressive man, exploitation minded—first run deluxe theatre situated in South. Salary open, commensurate with experience and ability to produce. Company benefits, group insurance, paid vacations. BOX A1216, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**POSITION WANTED:** Capable young man seeks challenging, creative/imaginative position as executive assistant in advertising, promotional capacity for film distributor, theatre chain. Interesting/diversified background. BOX A1230, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**I AM LOOKING** for work as a projectionist. I have many years of experience in drive-ins and walled theatres. Steady and reliable. LEO RYAN, BOX W., Newton, Conn. (12301)

**MANAGER:** Experienced all phases, conventional 1st run. Exploitation minded. 18 years top experience. Would like to relocate. Best of references. BOX B1223, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**MANAGER**, experienced, hard top or drive-in, sober, honest, reliable, family man. Seeking secure, pleasant, permanent position. Now employed. BOX B1216, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**WANTED:** Manager for small Mantona theatre. Family operation, middle aged man and wife preferred. A good situation for right party. Owner wishes to retire. BOX C1216, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**POSITION WANTED:** 25, aggressive. Wants position as assistant theatre manager or assistant in advertising and promotion department of theatre chain or film distributor. JEROME M. KRAVITZ, 165 Naples Rd., Brookline, Mass. 02146. (1216)

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MOTION PICTURE

# EXHIBITOR

JANUARY 13, 1965

Volume 72

Number 25

IN TWO SECTIONS • THIS IS SECTION ONE

Motion Pictures  
have shown you

**HOW...**



# HOW

# to build empires...



## Exhibitor Takes To Ad Pages Of Newspaper To Battle Picketing By Projectionists

ALBANY—The dispute over the employment of a union projectionist and a stagehand at the new Branche Theatre, in suburban Latham, reached the stage of verbal pyrotechnics. Proprietor James H. Branche placed a two-column advertisement in Albany Times-Union and Albany Knickerbocker News outlining his position on "picketing."

It bore the caption: "To All Our Friends and Patrons: AN OPEN LETTER REGARDING OUR INVOLUNTARY PICKETING."

"We would like to answer the many questions presented us during recent months," stated the communication. "First, we are not a chain-operated theatre. My wife and I operate our own theatre in Latham. Before we opened six months ago, the projectionists and stagehand union representatives approached us with the man they had selected to be our projectionist. Also, they felt we needed a stagehand.

"We already had hired our projectionist, a very capable man with 20 years experience, in need of the job and the father of five children. The union wants us to fire this man to create a job for their man.

"There are four theatres operated by non-union personnel who have not been picketed by any union,"

epistle asserted. It did not name the houses and their locations.

Branche next referred to his World War II service: he had "fought overseas to help preserve our democratic rights to the freedoms." The pharmacy owner-theatreman felt "strongly that any individual has a right to operate his business as he chooses, especially when he has worked long, hard hours to realize a particular goal." This obviously referred to the labor of Branche in supervising construction of the 1,000-seater.

Advertisement, bordered by white space, carried the signature: "Branche Theatre, Latham, N. Y. James H. Branche, Proprietor." It appeared on page 3 of Knickerbocker News, and on "Show" page of Sunday Times-Union.

Projectionist Local 324 and Stagehands Local 14, both IATSE, began picketing the Branche, down on Rt. 155, about 150 feet from theatre (which has front parking) on May 26.

Pickets have carried signs at every evening and matinee performance since, with one exception. They were withdrawn the night a benefit screening of "The Hoodlum Priest" was given, under auspices of St. Pius Roman Catholic Church (Loudonville) organization.

## N. Y. Ties Wage Bill To Federal Action

ALBANY—Governor Nelson A. Rockefeller deftly met the challenge of Democrats controlling the Legislature for the first time in 30 years by suggesting to a Joint Session that it pressure the Congress to increase the federal minimum wage to \$1.50 an hour. He also asked that "Your Honorable Bodies" increase the state's minimum wage to \$1.50 hourly "simultaneously with similar federal action."

Republican legislative leaders, in beating down attempts at previous sessions by Democrats to have "discharged from further consideration" by referred committees, bills that provided a \$1.50 statewide minimum, prodded the Democrats to "work on southern members of Congress blocking passage of \$1.50 minimum wage bills." G.O.P. spokesmen promised they would support a concurrent move by the state of New York.

Governor Rockefeller expressed "indebtedness to the distinguished Committee on Minimum Wages," which he appointed last February to study the impact of a state \$1.50 minimum on the State's total employment picture. He did not, however, in his annual message, suggest adoption of its recommended formula for tying in the state's minimum to a percentage of the pay for production workers — with annual changes. The first year this could mean a five-cent hourly increase (over present \$1.25 rate); the second year, six cents.

The chief executive felt "deep concern" about families in New York state "who must rely upon a single wage-earner paid at the present level of minimum wages." The "hard-working heads of such families must, all too often, turn to a second job and even to public assistance to make ends meet."

At the same time, "it is a vital necessity for New York industry to remain competitive . . . a prime objective is that existing job opportunities be retained and that new jobs be created here." Gov. Rockefeller underlined "The danger to be avoided is making New York such a high-cost island that expansion of our job opportunities is hurt."

Exhibitors, many of whom contend they have been seriously "pinched" by minimum wage scales in this state since 1960, presumably welcomed Governor Rockefeller's delay in pressing for a higher rate.

What the Democrats will do is another question.

## "Succeed" As Roadshow

HOLLYWOOD—The Mirisch Corporation has designated "How To Succeed In Business Without Really Trying" as the fifth road show presentation on its current schedule of forthcoming films. These five road shows, all to be released through United Artists, represent a minimum investment of \$39,000,000, according to Harold J. Mirisch, president.

# HOW



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# HOW

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great  
adventures!



## Philadelphia First Stop On Carreras Swing Through U.S. To Spread Gospel Of Variety

PHILADELPHIA—An Englishman visited Philadelphia this week to tell Americans that they ought to shout more about the work of an American charity which he thinks is the greatest in the world.

He is Jim Carreras, M.B.E., king of British horror movies and the first man outside the United States to have been elected chief barker of the Variety Clubs International, a charity which was founded in America in 1929 to help sick and underprivileged children, regardless of race or creed, throughout the world.

The organization now has affiliated clubs in Britain, Mexico, Ireland and Canada, as well as 32 clubs in the United States. Together they have given away over \$92,000,000 to finance projects covering every field of child welfare including medicine, research, youth centres and boy's camps. Yet, this charity, which is essentially American, is by no means as well known in the United States as it is in other countries.

Jim Carreras who, even by American standards, is fast talking and will switch at the drop of a hat from Frankenstein to under-privileged children, the topic nearest his heart, will beat the Variety Club drum during a three-week tour of the U. S., when he will visit eight affiliated clubs dotted over the country.

While in Philadelphia he attended a special ceremony when David E. Milgram, Milgram Theatres, Inc., was inducted as the 1965 chief barker (president) of the local club. During his brief stay, Carreras also aimed to help further the city's interest in the Sunshine Coach scheme,

through which specially designed and equipped vehicles are given to hospitals and homes to enable handicapped children to enjoy holiday excursions in the same way as more fortunate youngsters. Although the Sunshine Coach effort (a project founded by the British Club) was launched in America less than 12 months ago, sponsorship has already been found for twenty-two vehicles. One coach is already in Philadelphia, and the local members aim to raise funds to put others on the road.

Quite apart from this, the Variety Club of Philadelphia has given away hundreds of thousands of dollars (last year's efforts raised \$107,400) to help needy children in Pennsylvania. The Variety Club Camp for Handicapped Children, Worcester, Pennsylvania, provides holidays for hundreds of youngsters each year. The club also finances medical and dental work at the Children's Hospital, and members are now working to raise funds for the construction of a new wing to the hospital which will house the Variety Club Clinic, where handicapped children will be given medical attention free of charge.

Officers of the club discussed their progress over the past year, during Mr. Carreras' visit.

In the last war, Jim Carreras, who was a Lt. Colonel in the Royal Artillery, was created a Member of the British Empire by the late King George VI for his service in the defense of London during the Battle of Britain. He is head of Hammer Film Productions, which have produced some of the biggest international successes in horror movies.

## Four Seasons Plans First Twin In R. I.

BOSTON—A new Boston based corporation, Four Seasons Cinemas, Inc., with theatres throughout New England, has announced plans for the first twin cinema in Rhode Island. It will be known as the "Four Seasons Twin Cinema," to be located in the Gansett Shopping Center adjacent to Narragansett Race Track in East Providence, R. I.

Plans call for the installation of the latest equipment in both theatres, and the seating capacity is estimated at 100 seats on one side and 900 on the other. Unlimited parking will be available, and the latest innovations in cinema comfort and decor will be incorporated in the design of the theatres.

Construction of the new twin cinemas is scheduled to begin immediately with an early spring opening anticipated.

## Happy Birthday, Sam

NEW YORK—Sam Dembow, Jr., celebrated his 75th birthday with a luncheon attended by friends.

## Amerman To Schlaifer

NEW YORK—Norton Amerman has joined the staff of Charles Schlaifer and Company.

## Giant For General

NEW YORK—Berk, Berk & Warwick, Ltd., real estate brokers specializing in motion picture theatre sales, have completed negotiations with General Cinema Corp. for the long term leasing of a deluxe 1,700-seat theatre to be located in the new Central Shopping World under construction at 2500 Central Park Avenue, Yonkers, N. Y.

The theatre, to be known as The Cinema, will be the largest single auditorium shopping center theatre in the entire 73-unit chain of General Cinema. Central Shopping World was built and is owned by Mortimer Reznick and Irvin Wanderman.

## Kodak Standard Core

ROCHESTER, R. I.—Eastman Kodak has standardized the core for its professional motion picture films.

The use of a universal film core offers cinematographers the triple advantages of durability, adaptability and increased efficiency in motion picture film handling.

It is the Eastman Kodak Type U 35mm Film Core, a female core which can be installed on film spindles normally used for most of the

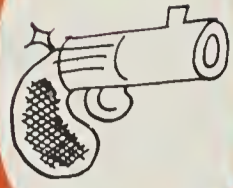
motion picture industry's 35mm camera negative and sound recording films.

By making this conversion to the Type U Core, a more standardized world practice can be established in the handling of motion picture films, Kodak announced. In addition, when film is wound on the Type U Core, it can be placed on a spindle designed for the earlier Type R Core. A simple key can be made.

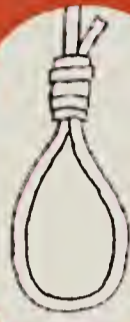
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OUR 47th YEAR

### THE DETACHED EXHIBITOR

RUGGED INDIVIDUALISM is a fine thing. There are those that say it made this country great. Civilization, however, owes just as much, if not more, to the ability of man to cooperate and to work together with his neighbor.

The truth of the matter is that there are times when a man must stand by himself and times when he must work with his neighbor. There are times when what is good for the group is also good for the individual. The Bible tells us of the practice of "tithing," wherein a certain portion of each man's income is devoted to caring for the poor. In this case, it was deemed best for society as a whole if the more fortunate helped their sicker, weaker, poorer brothers over some of the rough spots. This is the kind of thinking that turns a jungle into a civilization and beasts into human beings.

In many ways, the motion picture industry is a jungle, and exhibitors who refuse to join with their brothers to improve the lot of all are the beasts in that jungle. It has always been difficult to understand why theatre owners as a group seem to be afraid to get together and work for common goals.

We recall an experience during the "old" days. In existence were two theatre owner organizations, MPTOA and Allied. They were miles apart in their thinking since the MPTOA included the big chains.

During a convention in Toronto, we were elected treasurer of MPTOA, despite the fact that we were out of the room when the election took place. We served in that capacity for four terms. What struck us then and what hasn't really changed much during the intervening years, is this:

The five big chains—Paramount, Loew's, Fox, Warner Brothers, and RKO—each paid \$5,000 each year into the

treasury. The silly part of the whole operation was that *all the other members put together did not pay dues amounting to \$5,000*. Yet, at every meeting, just guess which members did the loudest yelling and the most bitter complaining, It was ever thus: "Let George do it!"

Why shouldn't exhibitors support their organizations? Is it unfair to ask them to help pay the costs of protecting their own interests? We have heard distributors express contempt for exhibition, saying, with more than a little justification, "They'll never stick together." Exhibitors seem to be willing to pay through the nose for film and everything else, but many of them balk at paying dues to the organizations they expect to fight their battles for them. It just doesn't make any sense.

When is the last time you paid your dues to your local Allied or TOA unit—and aren't you ashamed? If not, you should be. The union people who work for you are willing to pay dues to protect their livelihoods and represent their interests. What makes the boss any holier or his livelihood less important?

This is a problem that won't go away, and it can't be ignored. If the talks designed to bring TOA and Allied together are to have any meaning, the organization that results must have the support of every theatremen. Vocal support is fine, but financial support means action instead of words.

We'll bet most of you pay more out in Christmas gifts every year than you do in dues to protect your own business. We'll also bet that those of you who are guilty of neglecting this vital part of your industry won't do a thing about it—except say loud and clear that MOTION PICTURE EXHIBITOR sure is right.

### ANSWER FROM A WHIPPING BOY

ON DEC. 9, WE EDITORIALIZED on the attitude of the Catholic Church toward motion pictures. We stressed the fact that, with a few "blockbuster" exceptions like "MY FAIR LADY" and "MARY POPPINS," the church makes a lot more noise about the bad films than about the good ones. Until the public supports family entertainment, we said, the producer who makes it is doomed to die at the boxoffice.

As you might imagine, we got a considerable exhibitor response. We want to share one such letter with you. It comes from Merle J. Burns, who operates the Roxy Theatre, Menno, So. Dak. Mr. Burns writes:

"I read with great interest your article entitled 'THE PUBLIC GETS ONLY WHAT IT SUPPORTS.' It was very fine in every respect. My wife and I were in a Catholic church last Sunday when the subject came up about the Legion of Decency oath. The priest dwelt a long time on movies and then mentioned our theatre and one in Yankton. You talk about theatres and movies being the whipping boy. How would you like to have it done publicly? This is just more than we can stand. This church is in another town, 14 miles away, to which we drive

*every Sunday. We have supported all their drives, dinners, and contribute more than our share for church upkeep. It was an unwarranted attack on us publicly. Naturally, I wouldn't take an oath such as they have. He never once mentioned television or radio. He did mention a tv program which he wanted the congregation to see.*

*"I would like to have your permission to reprint your great article, 'THE PUBLIC GETS ONLY WHAT IT SUPPORTS,' and distribute it to people to show them how really unfair the Legion of Decency can be. We always let the public know about the good family pictures. As usual, they are our greatest flops."*

Permission to reprint our editorial was readily granted to Mr. Burns. We only hope it does some good. More important, we want to thank Mr. Burns for permission to reprint his letter. Too many theatremen are afraid to stand up and be counted on the vital issues affecting their industry. Mr. Burns is not one of them.

We are sure that Mr. and Mrs. Burns are assets to their community, and we have a feeling that Menno, S. D., would be a lot poorer place without the Roxy.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Diamond Rings

Sharon M. Bogden, secretary in the Embassy Pictures advertising department in New York, has become engaged to Robert C. Brophy.

Eileen Schefren, broadcast coordinator in the Edward H. Weiss company's New York office, announced her engagement to Sanford Schupak, assistant production manager for Columbia Pictures.

### Gold Bands

Barry Dubin, producer-director with Foster Films, was married to Joyce Leader at Temple Emanuel, New York City.

Marvyne Hansen, account executive of theatrical press agents with Bill Doll and Company, and Lorrin Anderon, a member of the NBC-TV news staff, was married at the Universalist Church, New York City.

### Obituaries

H. Viggo Andersen, 61, veteran amusements editor, Hartford, Conn. Courant, died at Hartford Hospital after a long illness.

Henry R. Arias, 68, president, Arias Quality Pictures and Arias Maritime Cinema Service Corporation, an industry veteran who had his own distribution offices in New York since 1924, died. He was a member of Motion Pictures Pioneers, the Board of Governors of IFIDA, Variety Club Tent 35, and B'nai B'rith Cinema Lodge.

T. Myron "Ted" De Bry, 48, died in Beverly Hills, Cal., of a heart condition. He was a long time personal secretary and friend of actor Burt Lancaster.

Arthur M. "Doc" Holah, 91, former representative of MGM in Columbus, Ohio, died at home in South Daytona, Fla. He had been ill six months with a lung ailment. He retired 10 years ago. He is survived by his wife and two sons.

Albert J. Locatelli, 64, former Boston, Mass., theatre builder, who in the 1920's built a chain of theatres in Arlington and Somerville and in the late 1930's developed coordinated shopping units in Winchester and Belmont, Mass., died last fortnight.

Charles B. McDonald, 78, former division manager for RKO Theatres, died in Hollywood, Fla. He is survived by his daughter, a son and a grandson.

George J. Moffitt, 57, division manager, General Cinema Corporation of Boston, died. A veteran of 37 years in exhibition, he began his career in 1926 with the Paramount Theater Circuit in Boston. In 1956, he joined Smith Management Company, now General Cinema Corporation, as assistant film buyer and booker. He later became a division manager of theatre and bowling operations. Survivors are his wife, a daughter, and a son.

Mrs. H. Louise Owens, 44, United Theatres home office employee, was stricken with a fatal asthma attack while dining with friends at Lenfant's Restaurant. She is survived by her husband and two daughters.

Samuel Palan, 65, manager, Castor Theatre, Philadelphia, Pa., and formerly a motion

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JAN. 11

## Fox Screens Applicants In Executive Training Plan

NEW YORK—Nearly 500 applicants for 20th Century-Fox's world-wide executive training program will be screened in a five-city series of interviews beginning in Los Angeles. The interviews will be conducted by Joseph M. Sugar, 20th-Fox's vice-president in charge of domestic distribution, and Wallace Schneider, the company's personnel director. Subsequent interviews will be held in New York, Chicago, Toronto, and Dallas.

The program, developed by 20th-Fox executive vice-president Seymour Poe and now in its third year, currently is aimed at filling important sales posts in the major capitals of the world.

The young men 20th-Fox is seeking for the program are college graduates between the ages of 25 and 32, who have had some experience either in sales, business administration, or sales promotion.

The first applicants selected for the program are expected to begin their training program by Jan. 31. Those selected for domestic training will receive a brief indoctrination in the New York home office and then will be placed in division headquarters in Chicago, Toronto, Dallas, San Francisco, or New York. Then, each man will be transferred to a branch office.

Applicants selected for international training will be placed in territorial offices in Paris, Tokyo, London, Mexico City, Sydney or Johannesburg.

Poe described the motion picture industry as "bankrupt of young sales manpower."

picture salesman for Allied Artists, died at Temple University Hospital. He was a member of Motion Picture Associates and Variety Club Tent 13. He is survived by his wife, two sons, a brother, and a sister.

Glenn E. (Rich) Richardson, 68, veteran still photographer and an employee of Paramount Studios for over 30 years, died in Hollywood, Cal. Survivors include his widow, a daughter, and two sons.

Mrs. Louis J. Romain, wife of an Albany, N. Y., projectionist, died at Albany Medical Center Hospital. A brother and a sister also survive.

Jonas A. Rosenfield, Sr., 78, a retired lawyer and freelance writer, died at Park East Hospital, New York City. Surviving are his three sons, including Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation of 20th Century-Fox, and five grandchildren.

Eleanor Schollaert, relief nurse at United Artists for the past 10 years and a nurse in the Paramount Pictures medical department for 15 years, died in New York following a long illness. Services were held in Weirton, West Virginia.

Mrs. Josephine Youmatz, 49, manager and partner with Lockwood and Gordon Theatres in the Sky-Vue Drive-In, Torrington, Conn., died after a brief illness.



## BROADWAY GROSSES

### Top Films Maintain Pace

NEW YORK—With all hold-over product, the top pictures continued to draw in the Broadway first runs as others fell back to average.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"FATHER GOOSE" (U). Radio City Music hall, with usual stage show, reported \$105,000 for Thursday through Sunday, with the fifth week sure to top \$165,000.

"GOLDFINGER" (United Artists). DeMille hit \$63,000 on the third week.

"MEDITERRANEAN HOLIDAY" (Continental). Warner claimed \$18,000 for the fourth week.

"THE PLEASURE SEEKERS" (20th-Fox). Loew's State claimed \$13,000 for the third and final week.

"CHEYENNE AUTUMN" (Warners). Loew's Capitol stated the third week was \$24,000.

"KISS ME STUPID" (Lopert). Astor reported \$13,000 for the third week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA). Victoria announced \$14,000 for third week.

"MY FAIR LADY" (Warners). Criterion had \$59,130 on the 12th week of 10 capacity performances.

"SEX AND THE SINGLE GIRL" (WB). Rivoli did \$20,000 on the third week.

"SEND ME NO FLOWERS" (U). and "TAGGART" (U). RKO Palace claimed \$10,000 for the third week.

### WB Promotes Mayer

NEW YORK — The appointment of Lee Mayer as New York branch manager for Warner Bros. was announced by Morey (Razz) Goldstein, vice-president and general sales manager of the motion picture company.

Mayer, who has been associated with Warner Bros. for 35 years, has served most recently as assistant branch manager in New York. He succeeds Al Blumberg, who has resigned to join Century Theatres. Replacing Mayer as assistant New York branch manager is Oscar Cantor, who has been promoted from salesman.

Jack Farkes, 25-year film industry veteran, will join Warner Bros. as salesman in the New York branch.

### MGM's Braunberg Retires

NEW YORK—Sydney S. Braunberg, 76, dean of the film industry's legal corps, has retired from Metro-Goldwyn-Mayer following more than 45 years of combined service as an attorney for MGM and one of its predecessors, Goldwyn Pictures.

### Hall's "Goose" Is Golden

NEW YORK—Universal's "Father Goose" rolled up an all-time record week's gross of \$243,535 at Radio City Music Hall for its third week to top the previous mark of \$233,825 set by "Bye, Bye Birdie" during Easter week of 1963 by almost \$10,000.



# AA, Landau 10 Pic Sales Pact

## Landau Sales Subsidiary Signs Agreement With AA To Back 1965 Releases With AA Sales Punch

NEW YORK—An agreement under which Allied Artists will serve as exclusive sales agent for a minimum of 10 feature pictures produced or owned by the Landau Company was announced here by officials of both firms.

Attending for Allied Artists were Claude A. Giroux, chairman of the board, and Steve Broidy, president. Landau was represented by Ely A. Landau, president, and Paul Lazarus, Jr., partner in the firm.

Also present were Sumner Redstone, president of Theatre Owners of America, and Jack Armstrong, president of National Allied.

Under the terms of the agreement, Allied Artists' power as a national sales organization and the full facilities and personnel of its 28 U. S. branch offices will be utilized in the marketing of the 10 films scheduled for 1965 release.

No guarantees of advances are involved. All contracts will be entered into in the name of Landau Releasing Organization, sales subsidiary of the Landau Company. Allied Artists, as its sales agent, will handle booking, shipping and billing in its 28 offices in the name of L. R. O. The servicing of trailers and accessories and collection follow-up will be undertaken and supervised by AA personnel.

All sales campaigns and advertising expenditures will be supervised by Landau through AA's national advertising and publicity department.

According to Giroux, Broidy and Landau the new concept accomplishes major objectives for both organizations. For Allied it provides an important supply of needed top quality films with the assurance of more to come. For Landau, the new association supplies national sales representation over which he can exercise the creative and marketing concept controls he would have over a sales organization of his own without undertaking the burden of day-to-day detail and overhead.

Allied Artists films, together with the Landau product already scheduled for release in 1965, will give the company close to 20 releases for the year. It was pointed out that Allied will continue to produce and obtain other product for its normal distribution.

The Landau Company will turn over the following: "The Fool Killer," with Anthony Perkins, Edward Albert and Henry Hull; "The Pawn Broker," with Rod Steiger, Geraldine Fitzgerald and Brock Peters; "The Secret Agents," with Henry Fonda, Robert Ryan and Vittorio Gassman; "The System," and "The Teenager and Sex"; "The Servant," with Dirk Bogarde and Sarah Miles and "The Umbrellas of Cherbourg"—as well as others.

The announcement followed closely the appointment of Paul N. Lazarus, Jr. as an officer and partner of Landau. Lazarus served as presiding officer at the session.

Giroux expressed confidence in the arrangement and he paid tribute to Landau's creativity.

Broidy also expressed pleasure at the arrangement and paid tribute to the showmanship and competence of the Landau Organization. He was grateful to Landau for the confidence and faith expressed in Allied Artists

## Academy Sets Timetable For 37th "Oscar" Ballot

HOLLYWOOD—A voting timetable for the 37th annual Awards of the Academy of Motion Picture Arts and Sciences was released by Arthur Freed, president.

Nominations will be announced Monday, Feb. 22, he reported, following the mailing of ballots on Thursday, Jan. 28, and closing of the polls on Friday, Feb. 12. Freed noted that this allows 15 days for voting and 10 days to count ballots.

Thereafter, the screening of nominated films will begin at the Academy Theatre.

Final ballots will be mailed Academy members on Thursday, March 18, and the polls will close nine days later, on Saturday, March 27. The Awards Presentation will be held Monday, April 5, at Santa Monica Civic Auditorium and broadcast over the combined television and radio facilities of the American Broadcasting Company.

## MGM Organizes New Animation, Tape Depts.

HOLLYWOOD — Metro-Goldwyn-Mayer has established its own complete animation-visual arts department with ultra-modern studios, located in the Sunset-Vine Building in Hollywood, it was announced by president Robert H. O'Brien.

The production of 12 new "Tom & Jerry" animated cartoon subjects are presently in work under the supervision of Chuck Jones, named head of MGM's animation-visual arts Department, with Les Goldman as his associate.

In addition to "Tom & Jerry," Jones and Goldman are currently at work on several other theatrical productions. The MGM animation-visual arts studios also will develop a number of commercials, industrial and educational subjects, and are preparing pilots for television.

Also, MGM's newly organized video tape department at its Culver City studios is now in full operation for the production of television commercials, as well as other types of programs currently produced on video tape.

George K. Gould, president and general manager of MGM Telestudios in New York, east coast subsidiary, will supervise and coordinate the dual coast video tape commercial operations.

by the move. And he looked forward to some real dramatic results for both participants. He also expressed a hope for exhibitor cooperation.

Armstrong, besides offering congratulations, predicted a bright year for 1965 and wished every success to both Allied Artists and Landau, terming it a fine step forward.

Redstone indicated that there is a need and desire for support of this program and he hoped the move would solve some of the exhibitors' and distributors' problems.

## N. Y. Assemblyman Files New Classification Bill

ALBANY—A newly created Board of Review, appointed by the Assembly Speaker (naming two), the Senate Temporary President (selecting two) and the Governor (appointing one) would classify all motion pictures to be exhibited in New York State—after approval by the Regents—as either for "General Viewing" or "Adults Only," under stipulations of a bill introduced by Assemblyman James E. Powers, Monroe County Democrat.

Presenting the measure, which also would require that the rating of a picture "be shown in every advertisement" and be "displayed in a conspicuous position on the marquee" of the theatre, Powers made good a campaign pledge.

One of the Democrats elected in that party's sweep of both Houses—for the first time in 30 years—he is believed to have been the only candidate running on a film-classification plank. Reported to be a former Board of Education member in the Rochester area, Powers promised constituents that if he won, a measure barring children unaccompanied by their parents from admission to theatres showing films classified for "Adults Only" would be filed. And it would carry an enforcement clause.

Keeping the vow, Powers' measure provides, "If a minor is allowed to attend the viewing of a motion picture classified 'Adults Only,' unaccompanied, the proprietor of such theatre shall be guilty of a misdemeanor and subject to a fine of \$50 for each unaccompanied minor."

Bill would take effect "immediately." Board of Review shall be paid \$25 per-diem allowance, plus necessary expenses incurred, for each day on which its members would transact official business. Proposal does not make clear where the Board of Review would function.

Whether the Regents' recently proposed 1965 measure, or other proposals would stand court scrutiny is a question not decided. The same, it may be said, is true of Powers' act.

## Tech. Names Three V-Ps

BEVERLY HILLS, CALIF.—The appointment of Delbert K. Smith as a corporate vice-president of Technicolor Corporation was announced by Melvin H. Jacobs, president and chief executive officer of the company.

Jacobs also announced the appointments of A. P. Lofquist as vice-president, production, of Technicolor's Motion Picture Division, and of Harry Stuurmans as vice-president in charge of Technicolor's Consumer Photographic Division.

## Woolner In British Deal

HOLLYWOOD—Lawrence Woolner, Woolner Bros. Pictures, Inc., has concluded arrangements with Joseph Vogoda, president of Regal Films, British Lion subsidiary, to release company's product in the British Empire. First pair under new deal will be "Mutiny in Outer Space" and "The Human Duplicators."



## Col. Stockholders Urged To Reject Three Proposals

NEW YORK—Management of Columbia Pictures Corporation is asking stockholders to reject three proposals or resolutions which three individual stockholders are offering at a special meeting of the corporation which will take the place of the regular annual meeting on Feb. 2 in Columbia's home offices.

Management has submitted for reelection a slate consisting of the present directors.

Management seeks approval of the options of vice-president Gordon Stulberg and vice-president Arthur H. Kramer to buy 1,500 shares of stock each at \$22.50 per share, the full sales price of the stock on the day the options were issued, and to select an accountant and auditor.

The three proposals which the stockholders are asked to reject are one to limit the corporation's contributions to charity only to "purposes in direct furtherance of the business interests of the corporation" and that such donations be reported at the annual meeting; an amendment to the Employees' Profit Sharing Retirement Plan and the Employees' Stock Bonus Retirement Plan which would redefine 'annual net earnings' to exclude capital gains and losses, and cause the plan to be submitted to stockholder examination once every five years; bar contributions to these funds in any year that dividends have not been paid, and limit maximum pension to any person to \$25,000; and a proposal asking the board to consider the distribution of 89 per cent of the total stock Columbia owns in its television subsidiary, Screen Gems.

## Exhib Pledge Cancels "Stupid"

WARWICK, R. I.—The Warwick Cinema removed UAs "Kiss Me, Stupid" because of a February, 1964, promise not to screen Legion of Decency condemned film.

In applying for a license last year, the Town and Country Movie Theatres, Levittown, N. Y., told the Warwick Board of Public Safety its policy would be not to show condemned product.

Board chairman James F. Cousineau told the press he was prepared to suspend the theatre's license if "Kiss Me, Stupid" wasn't cancelled.

# NGC Realigns Theatre Districts; McGee Heads Mountain-Midwest Unit

## Tex. Representative Moves To Probe Movies, Ads

WASHINGTON, D. C.—Representative Walter Rogers, Democrat, Texas, introduced a resolution to set up a congressional probe of immoral films, advertising for immoral films, and immoral advertising for films which do not live up to the lurid premises of the ads.

Rogers introduced a similar resolution two years ago, but it called for setting up a special committee to do the probing. It was turned down with a suggestion that a probe by a House Commerce subcommittee be substituted.

At that time, Rogers was evidently satisfied by film industry assurances that self-regulation would take care of the matter.

## "Goldfinger" Shapes Up As Top UA Non-Roadshow

NEW YORK—James Velde, United Artists vice-president, stated that on the basis of its box-office showing so far, "Goldfinger" holds promise of becoming the most profitable non-roadshow production in the company's history.

In 21 engagements throughout the nation, Velde said, grosses without exception represent new all-time house records for Christmas and pre-Christmas engagements.

Velde indicated that the smashing success of "Goldfinger" will bring a big demand for the reissue of earlier "James Bond" pictures, and disclosed that UA has plans to reissue "Dr. No." and "From Russia With Love" in late Spring of 1965.

Harry Saltzman, co-producer of "Goldfinger," attributed the sustained success of the Bond series in no small measure to the fact that "we spend double each time out." According to him, the next Bond film, "Thunderball," will cost \$5,000,000, one and a half times as much as "Goldfinger."

BEVERLY HILLS, CALIF.—Jack N. McGee, veteran Fox Inter-Mountain district manager, was named to head a new division resulting from an operating merger of Fox Inter-Mountain Theatres, Inc., and Fox Midwest Theatres, Inc., both subsidiaries of National General Corporation, effective Feb. 1.

In the realignment of theatre assignments, Robert W. Selig, NGC's vice-president of theatre operations, said the program "is part of National's 10-year plan to fortify administrative efficiency and manpower building."

The mountain and midwest territories, representing 98 theatres in 11 states, now will function as one operating division under McGee, Selig said. The present Pacific Coast division, headed by William H. Thedford, will remain intact with its 120 theatres in five states.

In addition to McGee, Selig announced that:

Fred C. Souttar, 35-year veteran who has served as midwest area-supervisor, will head an expanded midwest district of theatres. Souttar also will be assigned special projects.

Ray W. Davis, Fox Inter-Mountain head, associated for 35 years with National, moves to the northwest to head Evergreen Theatres, headquartering in Seattle. Davis is expected to play a key role in NGC's expansion outside the circuit's present geographic boundaries.

John H. Meinardi, Fox Midwest-St. Louis district manager and film buyer, goes to Salt Lake City in charge of a newly-expanded Fox Inter-Mountain district, replacing McGee.

Oscar Nyberg, Seattle, present Evergreen Theatres head in the northwest, was named to head another newly-expanded Fox Inter-Mountain district, headquartering out of Denver.

Dick Conley, presently a Fox Midwest district manager, continues his association with the Kansas City office, but with added theatres under his direction.

John O. Denman will continue as metropolitan manager in Denver where further expansion is planned. (The new Fox Lake Ridge, near Denver, opened Christmas Day.)

The theatre reorganization is only part of NGC's "10-year plan." Executive vice-president Irving H. Levin said all departments "are facing up to the opportunities of the future." Emphasizing "manpower as National's most precious asset," Levin said, "back-up personnel is being groomed in all segments of the company and responsibilities redefined."

McGee, the new division head, began his career in 1936 as secretary to the then head of Fox Inter-Mountain, Frank H. (Rick) Ricketson, Jr. He served as theatre manager of theatres in Rawlins, Laramie, and Cheyenne before his appointment in 1949 as Montana-Idaho-Utah district manager. McGee and his wife, Eleanor, will reside in Denver.

Selig also announced that Harold Guyett, veteran mid-west theatre manager and recently a booker in Kansas City, is being transferred to St. Louis to head the buying-bookings department there under Harold Hume, mid-west film buyer.

Construction, purchasing, and concessions heads for the Inter-Mountain and Midwest territories, Melvin C. Glatz and Lucien E. Pope, are expected to divide their present responsibilities.



Among the notables attending the recent premiere of United Artists' "Goldfinger" at New York's DeMille were, left to right, producer Albert R. Broccoli, Mrs. Broccoli, producer Harry Saltzman, Mrs. Saltzman, and UA vice-president David V. Picker. "Goldfinger" is the third James Bond film to be produced by Saltzman and Broccoli.



# PSYCHO

**Alfred Hitchcock's masterpiece in adult horror is back with its blonde, its shower-bath and all that beautiful boxoffice! If you remember the long lines, the long runs and that tall, tall money the first time around-you'll want to see 'em and count 'em all over again.**

**It's the greatest grosser in Alfred Hitchcock history!**



Speaking as one great salesman to another, the time to call your Paramount man is ...exactly...NOW!



# S B A C K !

YOU WERE TOO YOUNG,  
OR TOO SCARED, OR  
THE LINES WERE  
TOO LONG ...

ALFRED  
HITCHCOCK'S

PSYCHO  
IS  
BACK!

DON'T MISS IT!

HERE'S YOUR CHANCE TO SEE  
ANOTHER HITCHCOCK MASTERPIECE IN ADULT HORROR!

PSYCHO Screenplay by STEFANO Based on the Novel by  
JOSEPH ROBERT BLOCH

STARRING  
ANTHONY PERKINS  
VERA MILES  
JOHN GAVIN  
CO-STARRING  
MARTIN BALSAM  
JOHN MCINTIRE  
AND JANET LEIGH  
AS MARION CRANE

MANAGER'S NOTE:  
The shower-bath sequence happens 44 minutes after PSYCHO starts.

AND  
PARAMOUNT'S  
BACKING  
IT WITH AN  
ALL-NEW  
BANG-'EM-UP,  
BRING-'EM-IN,  
BUST-THE  
BOXOFFICE  
CAMPAIGN!

ALL NEW ADS!  
—including special Hitchcock message!  
ALL NEW RADIO!  
—including special Hitchcock message!

NEW LOBBIES, POSTERS,  
ACCESSORIES, TV SPOTS,  
THEATRE TRAILERS. CALL  
YOUR NSS BRANCH!



# Rohauer Action Seeks Accounting Of Gross On "Birth Of A Nation"

NEW YORK—D. W. Griffith's masterpiece "Birth of a Nation," distributed by Epoch Producing Corporation, became the center of a far-reaching legal action with the filing of a breach of contract suit involving an accounting for the reported gross of \$50,000,000 earned by the film since its first release in 1915.

Raymond Rohauer, motion picture producer associated with Jay Ward Productions in Hollywood and Jacques Tati in Paris, filed the suit in New York Supreme Court through attorneys O'Brien, Driscoll, and Raftery, charging the defendants, Epoch Producing Corporation, Roy E. Aitken, and the Estate of Harry E. Aitken, with breach of contract and accounting. The suit also includes the establishment of the copyright renewal for the joint and mutual benefit of both Epoch and the late Thomas Dixon since the original copyright was assigned jointly in 1915 to Epoch and Dixon by D. W. Griffith.

Madelyn D. Dixon, widow of Thomas Dixon, author of "The Clansman" ("Birth of a Nation"), and sole heir to his estate, assigned to Raymond Rohauer all of her right, title, and interest, including the Dixon share of the renewal of copyright held by Epoch and the right to demand an accounting of the gross. She still retains certain rights, including a percentage interest with Rohauer.

In May, 1964, Rohauer acquired all interest held by D. W. Griffith in "Birth of a Nation" with a license from Gregstan Enterprises, Inc. for exclusive world non-television rights. The Dixon rights are separate and distinct from any of the rights of D. W. Griffith which the Griffith estate may have had when he died in 1948.

The law suit comes on the eve of the 50th anniversary of the first showing of "Birth of a Nation" to be celebrated by showings around the world on Feb. 8.

Madelyn Dixon has permitted Rohauer to take excerpts from Dixon's unpublished and unreleased autobiography concerning the period of the production of "The Clansman."

In September, 1911, Dixon formed the Kinemacolor Company for the production of "The Clansman" in color, with William Haddock as director. However, Dixon became dissatisfied with the shooting because it was purely a series of staged scenes as in a play. It was not a moving picture.

Frank Woods, editor of Motion Picture News, had seen some of the footage and thought it so interesting that he suggested it to D. W. Griffith. This brought Dixon and Griffith together.

Dixon wanted to write the screenplay but no one wanted a Baptist minister, as he was, to do it. He also wanted \$10,000 for the rights to his novel, but settled for equal interest in the film rights and copyright.

Epoch Producing Corp. was set up to distribute the film, and was incorporated on Feb. 8, 1915, in Eddyville, N. Y. In his autobiography, Dixon reports that the film cost \$85,000. At the time of his death on April 3, 1946, the New York Times reported that the film had grossed \$18,000,000 in the U. S. alone, since no figures were available on its European release.

After its initial showing, Dixon decided he was not happy with the audience reaction.



Mary Lynch, Baldwin, L. I., recently received a bouquet of flowers from Russell V. Downing, president, Radio City Music Hall, New York, after buying the record-breaking ticket which gave Universal's "Father Goose" the biggest week in the 32-year history of the Music Hall. Philip Gerard, Universal eastern advertising and publicity director, and Miss Lynch's escort, Jack Cassidy, look on.

## Irish Variety Elects

DUBLIN, IRELAND—At a recent annual general meeting, the Variety Club of Ireland, Tent 41, named Noel Coade, chief bark-er; Jim McCaherty, first assistant; Michael Collins, second assistant; Noel Mountaine, property master; and Ken McCullagh, dough guy.

Canvasmen are Dermot Breen, Lorcan Bourke, Jimmy Campbell, Gerry McGuinness, Dermot O'Connor, and George O'Reilly.

There was some bitter criticism against the use of the Ku Klux Klan, among other objections. He wanted to get "official" recognition so he contacted his boyhood classmate at Johns Hopkins University, President Woodrow Wilson, and requested that he view the film at the White House. A screening was held attended by the President, his daughter Margaret (who was acting as hostess due to the death of Mrs. Wilson), Dixon, and members of his family. On the next day, Feb. 19, 1915, the film was viewed by the members of the Supreme Court, including Chief Justice White, who told Dixon, according to his autobiography, "I was a member of the clan." This was followed by a screening for both houses of Congress.

On the basis of its enthusiastic reception in Washington, a special showing was given Feb. 20, 1915, at the Rose Garden, New York. As the final scene passed, Dixon shouted to Griffith, "'Clansman' is too tame—let's call it 'The Birth of a Nation.'"

Under its new title, the picture opened to the public March 3 at the Liberty Theatre with a top admission price of \$2.00. It broke all theatre records in world capitals and became a screen classic.

After the sensational success of "Birth of a Nation," Dixon went into independent film production. Griffith had plunged immediately into his next film, "Intolerance." Dixon formed the Dixon Studio in 1916. When it failed, he sold the studio and the property to William Fox, and it is now the Western Avenue lot of 20th Century-Fox.

## It's A Rocky Legal Road From Films To Burlesque

By ARTHUR HERZOG  
MPE Detroit Bureau

DETROIT—An obscure neighborhood house, which has been a headache of an operation, is now subject matter for columns of news and feature stories.

The Midtown is located in a near-slum area which police fondly dub "Burma Road," not far from the campus of Wayne State University. For years, it played subsequent runs to dwindling audiences. Two years ago (with two changes of management) it attempted an art policy predicated on the rapid spreading of Wayne toward the theatre. Some months ago, it was shuttered.

Along came Grace R. Reed, tall, shapely, a former exotic dancer who is supposed to have sunk over \$15,000 in refurbishing, hired a troupe of AGVA burlesque artists, musicians, and was all set to open The Midtown Follies on Christmas Eve.

Along came another troupe of 51 persons. They were headed by Kenneth M. Davis, attorney for home and property owners; Mrs. Patricia Pilling, in behalf of a PTA; Rev. Rudolph S. Garypi, a minister; Solomon Bienenfeld, as associate professor at Wayne; and Norman Drachler, assistant superintendent in the public school system.

The last-named wrote Police Inspector Richard Loftus demanding he refuse to issue a license to The Midtown Follies.

He so refused. Miss Reed sat helplessly peeling off her nail polish (a thing she said she was unaccustomed to doing) while the idle cast ate up the bonds posted against salaries.

Armed only with her attorney, Gerald Franklin, she appeared against the 51 crusaders before Judge James M. Canham, who heard the arguments of evil influence of burlesque on the neighborhood and on school and college students. Also, he was told Miss Reed was fronting for a racketeer.

He was told (contra) by Franklin of a strip-tease joint one block away in the lovely neighborhood, two taxi dance halls, and an assorted 40 saloons just staggers away.

Judge Canham concluded the police acted "capriciously and arbitrarily"; that there is nothing on the statute books barring burlesque (other such houses have long since been in operation); a show not yet in being could hardly be considered a nuisance; and that no evidence had been submitted about a racketeer.

Miss Reed, in a rich baritone voice, told the Detroit Bureau that even tho she had no time to advertise opening night, the show is a success from the Judge's word, "Go!"

So, it's goodbye movies; hello continuous burlesque.

## Century's Record Gross

NEW YORK—Martin H. Newman, vice-president of Century Theatres, announced the fiscal week of Dec. 26 to Jan. 1 established a new circuit record for the company.

The circuit gross for this week was \$434,083. Newman also announced the following personnel changes and the realignment of Century's film department.

Under the direction of Sylvan Schein, film buyer, Al Blumberg, former branch manager of Warner Brothers, will join Century as associate film buyer. Manny Andrade will be in charge of film statistics. Mel Aronson will be transferred to the theatre operations department.



## Disney Ends Fiscal Year With Increase In Profit

BURBANK, CALIF.—Consolidated net profit, after taxes, of Walt Disney Productions and its domestic subsidiaries for the fiscal year ended Oct. 3, 1964 (53 weeks), was \$7,057,435, representing \$9.96 per share on the 1,784,410 shares outstanding, president and chairman of the board Roy O. Disney said in his annual report to the stockholders. This compares with the previous year's (52 weeks) consolidated net profit of \$6,574,321, equal to \$3.81 per share on the 1,727,743 common shares outstanding. Provision for income taxes of \$5,692,000 was made for 1964 and compares with \$6,100,000 for 1963.

During the year, the company paid cash dividends of 40 cents per share plus three per cent in stock.

It was further stated by Disney that gross income for the year was \$86,651,108, an increase of \$4,728,981 over the \$81,922,127 reported for 1963. Film rentals for the year were \$37,648,132, as compared with \$40,918,923 last year; television income this year amounted to \$8,487,918, an increase of \$228,195 over last year; Disneyland Park and other entertainment activities for the year grossed \$32,758,226, an increase of \$7,027,286 over last year. All other income increased by \$744,291 over last year.

"Mary Poppins" is expected to be the highest grossing picture, by a wide margin, in the history of the company, Disney stated.

Disney further stated that plans have been made for a year-long anniversary to celebrate the 10th anniversary of "Disneyland Park."

## Broumas Heads Tent 11

SILVER SPRING, MD.—John G. Broumas, president of the rapidly expanding Broumas Circuit, which operates theatres in eight states, including Maryland, Virginia, West Virginia, Pennsylvania, Ohio, New York, Iowa, and the District of Columbia, was installed as the new chief barker of the Variety Club's Tent 11, Washington, D. C. Serving with Broumas are Albert Lewitt, first assistant chief barker; Arnold Fine, second assistant chief barker; dough guy Sam Galanty, Columbia Pictures; and property master Jerry Sandy, D. C. branch manager for A.I.P.

This year's charities will include the research clinic at Children's Hospital, the glaucoma clinic at the Washington Hospital Center, and the showing of movies the year round in more than 12 Washington area institutions.

## Para. Pix To Aussie TV

NEW YORK—In a major agreement affecting Australian television, Paramount Pictures Corporation has leased 185 post-1948 feature motion pictures to Austarama Television Pty. Ltd., tv company in Australia.

Announcement of the multi-million dollar agreement, which is a six-year lease, was made by George Weltner, president of Paramount Pictures.

## Berger To Plautus Post

NEW YORK—Buzz Berger has been appointed executive assistant to Herbert Brodtkin, president of Plautus Productions, a subsidiary of Paramount Pictures.

Also, Alan R. Morris has been appointed vice-president in charge of administration for Plautus Productions, Inc. Morris was formerly director of program business affairs for the American Broadcasting Company.

# Fox Appeal Brief Seeks Reversal Of Court's "Goldfarb" Injunction

## Four Seattle Theatres Leased To Sterling

SEATTLE—Biggest news to hit Film Row in years broke when Fred Danz, president of Sterling Theatres, reported that his chain had purchased the leaseholds of the Blue Mouse, Music Box, Music Hall, and Orpheum from the Edris Company. The lease on the Music Box will not pass, however, until after the current run of "My Fair Lady."

The leases transferred to Sterling are for seven years and involve just the leasehold interests in the four theatres, not the properties themselves, which are owned by other agencies.

Acquisition of the four companies brings the Sterling circuit to a total of 30, 17 of which are in the Seattle area and the balance in the rest of Washington and California.

## Eldorado Sets Featurette

NEW YORK—"Mods and Rockers," a featurette with music by The Beatles, will be released in the United States by Eldorado Pictures International Corporation (E.P.I.C.), it was announced by Sal Di Gennaro, vice-president in charge of sales of the film producing-distributing company.

Produced and directed by Kenneth Hume, in Eastman Color, "Mods and Rockers" tells a story, Di Gennaro said, of the classic warring between the two British youth groups, using modern dancing to carry forward the mood and the plot in the manner of "West Side Story."

## WB Pact For Cook

NEW YORK—Fielder Cook, one of television's most highly-honored creators, has signed to produce and direct four feature films for Warner Brothers release.

The first of the quartet to be filmed under the banner of Cook's Eden Productions, will be "Big Deal In Laredo."

NEW YORK—The appeal brief filed by counsel for 20th Century-Fox in the "John Goldfarb, Please Come Home" case will argue when it comes up for hearing before the full five-judge Appellate Court on Jan. 15 that the injunction granted Notre Dame University, which stopped the distribution of the film worldwide, is "in violation of the First and Fourteenth Amendments of the U.S. Constitution"; that "plaintiffs have failed to establish the existence of a cause of action"; that "the granting of the preliminary injunction was an abuse of discretion"; and that "the injunction should have been limited in its effect to the state of New York."

It was also argued that there is nothing in the film that reflects upon the dignity of Father Theodore M. Hesburgh, president, Notre Dame, and that he had "no valid cause of action" under the New York State Civil Rights Law, as he asserted.

The brief insists that the granting of the injunction constituted "an abuse of discretion" because "although the portion of the proprietary interest in the picture was owned by two corporations, Parker Organization, Inc., and Orchard Productions, Inc., California firms which produced the film, which were not before the court, the injunction against distribution of the picture had adversely affected and prejudiced their rights." Justice Greenberg was adjudged to be in "error" in entering an injunction "in the absence of these indispensable parties."

20th Century-Fox's brief denies that Notre Dame's stature and reputation as a great institution of higher education can be possibly damaged or diminished by any satire or lampooning such as is contained in the picture, "John Goldfarb, Please Come Home."

Former Judge Samuel I. Rosenman, one time board chairman of 20th-Fox, has joined counsel for the company in the case and will team up with W. R. Pride in arguing the appeal.

The American Civil Liberties Union has injected itself into the case and will submit to the Appellate Division a friend-of-the-court brief casting doubt on the constitutionality of Justice Greenberg's injunction, arguing that "in preventing the film from being shown, the court is exercising a prior restraint."

## Zinnemann Directs "Custer"

HOLLYWOOD — Negotiations were completed via trans-Atlantic telephone for Fred Zinnemann to direct "The Day Custer Fell," it was announced by Richard D. Zanuck, executive vice-president in charge of production at 20th Century-Fox.

The picture, being prepared by producer David Weishart, is budgeted as the most expensive project ever made by 20th Century-Fox in the western hemisphere.

## Redstone Twins Copyrighted

WASHINGTON—The United States Patent Office has accepted for copyright and design protection Redstone's National Amusements, Inc.'s newly opened twin cinemas in Toledo, Ohio, and West Springfield, Mass.

Identical structures are either under way or in the planning stages in Lawrence, Mass., Louisville, Ky., Pontiac, Mich., and Falls Church, Va.



Mort Ives, chief barker, Variety Club of Nebraska, Tent 16, left, is seen with Mrs. Ben Cowdery, president, Childrens Medical Center; patient Linda Dixon; and J. R. Reifschneider, vice-president, Eugene C. Eppley Foundation, with the Tent's new Sunshine Coach.



# Fox West Coast Trust Suit Charges Conspiracy In Oakland First-Runs

SAN FRANCISCO—Fox West Coast Theatres Corporation, operator of the Fox, Paramount, Grand Lake, and Tower in Oakland, Calif., has filed suit asking for \$1,200,000 treble damages, in the United States District Court in San Francisco, against Raymond Syufy, Syufy Enterprises, Inc., numerous other Syufy controlled corporations, Junipero Serra Theatres, Residential District Theatres Company, Consolidated Theatres, Inc., and three motion picture distributors. The suit alleges that the defendants, together with co-conspirators, including United Artists Corporation, have combined and conspired to injure and destroy the Fox, Paramount, Grand Lake, and Tower.

Distributors named as defendants are Universal Film Exchanges, Inc., Paramount Film Distributing Corporation, and Columbia Pictures Corporation.

The suit alleges that all of the defendants and co-conspirators have combined and conspired to set up a system of licensing and exhibiting motion pictures in the greater Oakland area for their own personal gain and to the detriment of all other first run motion picture exhibitors in the Oakland area.

The complaint alleges that this system of runs and clearances has been designed to favor theatres operated or controlled by Raymond Syufy and Syufy Enterprises, Inc., and his co-conspirators, without requiring them to compete or negotiate competitively in the open market with any other first run exhibitors. The complaint further alleges that, in effect, the distributors have surrendered their rights to lawfully and independently determine the outlets for their product to Syufy and his wholly owned and controlled corporations.

In addition to damages, plaintiff seeks injunctive relief to prevent any further alleged illegal action by the defendants.

Swerdlow, Glikbarg, and Shimer represent Fox West Coast Theatres Corporation.

In an earlier action, N T & T Amusement Corporation and Southwest Amusement Corporation filed suit as plaintiffs asking for \$3,600,000 treble damages, in the United States District Court in San Francisco, against Raymond Syufy, Syufy Enterprises, Inc., and other Syufy controlled corporations, and three motion picture distributors, alleging that the defendants have combined and conspired to injure and destroy the Fox Warfield Theatre in San Francisco by denying it access to exclusive first-run motion pictures.

Distributors named as defendants are Universal Film Exchanges, Inc., Paramount Film Distributing Corporation, and Columbia Pictures Corporation.

The suit alleges that the defendants have agreed, jointly and severally, and have conspired to prohibit exclusive first-run exhibition of motion picture films in theatres in San Francisco, including the Fox Warfield, and other areas of northern California. The defendants are alleged to have agreed to offer all motion picture films (with the exception of motion pictures exhibited on an exclusive roadshow hard ticket run basis) to theatres operated or controlled by Raymond Syufy and Syufy Enterprises, Inc., without being required to bid or negotiate competitively against any conventional or hardtop theatre in the San Francisco area, for exhibition of such



MGM president Robert H. O'Brien, left, and MGM International president Maurice R. Silverstein, second from left, are seen in Spain on the set of "Dr. Zhivago" with director David Lean and producer Carlo Ponti.

## Kent Ups Hyde, Powell In Expansion Program

TALLAHASSEE, Fla.—Fred H. Kent, president of Kent Theatres, Inc., presided at a recent company board of directors meeting and announced the creation of two new executive posts to facilitate the expanding circuit's operations. The new posts are vice-presidencies which Kent awarded to Thomas L. Hyde, Vero Beach, and Walter W. Powell, Jacksonville.

Vice-president Hyde has been associated with Kent Theatres for many years and became KT general manager in 1960. Vice-president Powell, a former outside salesman for 20th Century-Fox and an exhibition veteran, is head of KT's buying and booking department. President Kent stated: "This action was taken at this time as the Kent circuit has a remodeling and expansion program underway and expects to add a number of new theatres to the chain. Both men will have added responsibilities in the overall operation."

Hyde will continue to supervise theatre operations from Vero Beach and Powell will continue to make his headquarters at the Kent home office building at the Southside Drive-In, Jacksonville.

Kent, who was vice-president of Florida State Theatres many years ago, is widely known as one of Florida's most prominent citizens, having served with honor as a leader of numerous civic groups in Jacksonville and state-wide organizations.

pictures on a day and date availability. It is also alleged that "Syufy" has filed large anti-trust suits "in an effort to coerce and force" other motion picture distributors to join and participate in the alleged illegal combination and conspiracy.

In addition to damages, the plaintiffs are seeking injunctive relief to prevent any further alleged illegal action by the defendants.

Harry Swerdlow, Swerdlow, Glikbarg, and Shimer, represent N T & T Amusement Corporation and Southwest Amusement Corporation.

## "Fair Lady" Is World-Wide Boxoffice Sweetheart

NEW YORK—All-time box-office records throughout Europe and Asia are being broken by the Warner Bros. motion picture production of "My Fair Lady," according to a report issued by Jack L. Warner, president of the film company and producer of the hit picture, which is currently playing in 34 theatres in 10 foreign countries.

Copenhagen's premiere of "My Fair Lady" was the biggest film opening in Danish history, attended by nine members of the Royal Family and 20 ambassadors. The box-office gross was \$1,623 for two Sunday performances.

The Warner Bros. production is breaking all previous house records in Helsinki, with \$2,677 on Sunday, surpassing "Ben Hur," "The Longest Day," and "Cleopatra" by a wide margin.

The Paris engagement continues capacity, with a first-week total of \$32,017.

Each of the six German engagements has registered record-breaking box-office returns in the first week.

The picture is also doing capacity business in Amsterdam, Rotterdam, and Tel Aviv. Japan's fourth week total from Tokyo was \$43,882, with comparative figures reported from Osaka, Subaru, Singapore, and Kuala Lumpur.

Johannesburg and Capetown have been sell-outs, with record-breaking advance sales continuing.

An advance sale figure of \$15,200 at the Sergel in Stockholm is unsurpassed in Swedish film history. The picture is also big in Zurich and Basle, Switzerland.

The overseas business for "My Fair Lady" compares with the record-breaking success of the film in the United States and Canada, where it is currently being presented in 45 reserved-seat engagements.

## N. Y. Critics Like "Lady"

NEW YORK—Warners' "My Fair Lady" was voted best picture of the year in the 30th annual balloting of the New York Film Critics.

The best foreign film was named as Lopert's "That Man From Rio."

Other winners were Kim Stanley in "Seance On A Wet Afternoon," best actress; Rex Harrison, "My Fair Lady," best actor; Stanley Kubrick, "Dr. Strangelove," best director; and "The Servant," best screen writing.

"Be Alive," produced by Francis Thompson and Alexander Hammid and shown at the Johnson's Wax Pavilion at the New York World's Fair, was awarded a special citation as "an outstanding achievement in the creative use of motion pictures."

## New Duties For Gage

NEW YORK—The theatre and concession divisions of Walter Reade-Sterling, Inc., will be combined under the supervision of Edwin Gage, it was announced by Sheldon Gunsberg, executive vice-president of the corporation.

This move is in line with the company's continuing program of consolidating its several operations. Nicholas Schermerhorn, vice-president of theatre operations, and Herbert Johnston, supervisor of concessions, will continue to direct their respective departments.

Gage, vice-president and member of the board of directors, will continue as treasurer and secretary of the company.



# Marriage Italian Style

... SMASHING  
RECORDS  
COAST-TO-  
COAST!!

**BLOCKBUSTER** !  
JOSEPH E. **LEVINE** ■  
**STYLE** ■

FOR A "LINE" ON THE BUSINESS TURN



# HOLD-OUTS! HOLD-OUTS!

**SAN FRANCISCO**

*Loew's Tower East*  
"MARRIAGE  
ITALIAN STYLE"

"MARRIAGE  
ITALIAN STYLE"

MARRIAGE  
ITALIAN STYLE  
SOPHIA LOREN MARCELLO MASTROIANNI  
IN "MARRIAGE ITALIAN STYLE"

**NEW YORK**

MARRIAGE  
ITALIAN  
STYLE  
FESTIVAL THEATRE

*Boyd*  
CONTINUOUS PERFORMANCES  
POPULAR PRICES  
MARRIAGE ITALIAN STYLE  
SOPHIA LOREN MARCELLO MAS MASTROIANNI  
CONTINUOUS PERFORMANCES DAILY  
POPULAR PRICES  
MARRIAGE ITALIAN STYLE

**PHILADELPHIA**

**ST. LOUIS**

SOPHIA LOREN  
MARRIAGE ITALIAN STYLE  
SAT. MAT. 2:00 PM

**MINNEAPOLIS**

WESTWOOD  
A NEW TRIUMPH  
SOPHIA LOREN IN  
MARRIAGE  
ITALIAN STYLE  
IN COLOR

**PITTSBURGH**

FORVM  
SOPHIA LOREN  
MARCELLO MASTROIANNI  
IN  
"MARRIAGE  
ITALIAN STYLE" IN COLOR

**CLEVELAND**

...AND THOSE SAME LONG, L-O-N-G LINES IN



# COAST-TO-COAST!

ENVER

QUE

REN  
ROIANNI  
ITALIAN  
ALL NEW

SOPHIA LOREN MARCELLO MASTROIANNI  
"MARRIAGE ITALIAN STYLE"

**BOSTON**

NORMANDY

MARRIAGE ITALIAN  
STYLE  
WORLD PREMIERE TECHNICOLOR

**MIAMI**

A NEW FILM  
SOPHIA LOREN  
MARCELLO MASTROIANNI  
IN  
MARRIAGE ITALIAN STYLE  
PARK SQUARE CITY

SUNSET

PREMIERE  
MARRIAGE ITALIAN  
STYLE IN COLOR

**DALLAS**

FOX FOX

STUARTS

SOPHIA LOREN M MASTROIANNI  
MARRIAGE ITALIAN STYLE

WILSHIRE WILSHIRE  
MARRIAGE ITALIAN STYLE  
SOPHIA LOREN  
MARCELLO MASTROIANNI

**LOS ANGELES**

WORLD PREM  
MARRIAGE ITALIA  
LOREN MAST

Marriage Italian Style  
Sophia Loren

**CHICAGO**

KRIM

MARCELLO MASTROIANNI  
MARRIAGE ITALIAN STYLE  
SOPHIA LOR  
MARRIAGE ITALIAN S

**DETROIT**

WASHINGTON, Embassy • BALTIMORE, Mayfair • MILWAUKEE, Cinema II  
ATLANTA, Peachtree Art • PORTLAND, Off Broadway • SEATTLE, Varsity • SALT LAKE, Tower  
ATLANTIC CITY, Charles • ANN ARBOR, Campus • SCOTTSDALE, Kiva



# Armstrong Asks Flexible Policy, With Emphasis On Ability To Pay

DETROIT—Jack Armstrong, National Allied president, has written major distributors on the policy of "ability to pay" in small situations, thus implementing a resolution proposed by Benjamin Berger and passed during discussions at the last Allied convention here on "The Plight of the Small Theatre."

Armstrong stated that despite expansion and prosperity, over half the houses are small-town or subsequent-run, and that these are being pushed to the wall, when on low grosses they are forced to pay film rental equivalent to 40-50 percent.

He recalled the convention resolution asking non-insistence "upon firm and inflexible sales policies," which are detrimental both to distributor and those with low grossing potential. Hence the latter's treatment "should be tempered by their ability to pay."

To withhold product from those unable to pay is "cynicism and callousness" resulting in "a choice between starving to death or of committing economic suicide."

Since our society feeds and clothes the unfortunates, not only as religious and moral obligations, but because it contributes to our own prosperity and security, so should the less affluent theatres be dealt with.

Armstrong urged consideration of flexible "ability to pay policies" on situations grossing under \$1,000 per week. Distributor recipients of the letter were Rube Jacker, Columbia; Irving H. Ludwig, Buena Vista; Morris Lefko, MGM; Charles Boasberg, Paramount; Joseph M. Sugar, 20th-Fox; James R. Velde, United Artists; Henry H. Martin, Universal; and Maurice R. Goldstein, Warner Bros.

# Film Rentals To Majors For 1964 In Largest Rise Since War's End

NEW YORK—The combined gross income of the major motion picture companies from United States theatre rentals in 1964 achieved the largest annual percentage gain of any year since World War II, it was stated by Ralph Hetzel, acting president of the Motion Picture Association of America.

"The consistent flow of exceptional films for all segments of the motion picture audience, together with more effective advertising and promotional efforts by major companies, resulted in an increase in rentals of approximately 16 percent over the previous year for the eight member companies of the Motion Picture Association," Hetzel announced.

The comparable figure for 1963 showed a five percent increase over 1962.

Hetzel continued: "The attendance records for 1964 point up the fact that American film producers are meeting the demand for motion picture entertainment from many different

audience groups. Adults have responded favorably to films which deal with mature subjects in meaningful terms. The industry is also supplying a wide selection of films for today's young audiences.

"The great need today," stated Hetzel "is for more constructive information about films and film content. Increased efforts are being made by the industry through the Motion Picture Association to supply more factual material about current films to the mass media, to libraries, schools and community organizations. We intend to increase this effort in the future."

The members of the MPAA are Allied Artists Pictures Corporation, Columbia Pictures Corporation, Metro-Goldwyn Mayer, Inc., Paramount Pictures Corporation, Twentieth Century-Fox Film Corp., United Artists Corporation, Universal Pictures Company, Inc., and Warner Bros. Pictures Distributing Corporation.

# T-L Handles Programming For American Airlines

NEW YORK—American Airlines has signed an agreement with the Trans-Lux Distributing Corporation covering programming requirements for the airline's in-flight entertainment system.

Marion Sadler, president of American, and Richard P. Brandt, Trans-Lux president, said in a joint announcement that under the agreement, Trans-Lux would provide first-run motion pictures, short subjects, and television programs for all of American's flights that offer Astrovision, the airline's name for its personalized entertainment system.

American introduced Astrovision, which also features stereophonic popular and classical music and live television, last August. Sadler pointed out that passengers "have a choice" on American's Astrovision flights. "They watch the film program on personalized monitors at their seats, listen to either of the musical programs—or, if they wish, simply relax or work with no distraction."

Brandt further announced that the programming requirements of the Astrovision flights will be administered by Robert Weisberg, newly appointed vice-president of Trans-Lux Distributing. Weisberg's background, he noted, includes extensive programming and film buying for television stations.

Trans-Lux has served the communications and entertainment industries for more than 40 years, according to Brandt. The firm is credited with having pioneered in the operation of movie theatres specializing in short subject programs, he said. Today, the company and its affiliates purchase films for more than 100 major theatres.

# Ed Hyman's Busy "Leisure"

NEW YORK—Edward L. Hyman, who left his post of vice-president of American Broadcasting-Paramount Theatres at the end of 1964 after more than 50 years in the entertainment industry, will maintain his activity in the exhibition field as volunteer counselor to small theatre owners via assignments by the United States Small Business Administration.

He has also been proposed to the federal government's Department of Commerce as an expert advisor in the field of motion picture exhibition.

In addition, Hyman plans to spend his "leisure" time continuing his fund-raising efforts on behalf of United Cerebral Palsy which, with the guidance of AB-PT president Leonard H. Goldenson, has grown to be a major annual charity undertaking of the motion picture industry.

# Screen Gems Quarter Up

NEW YORK—President A. Schneider told Screen Gems stockholders that based on first quarter earnings which ended Sept. 26, 1964, the company looks "forward with confidence and optimism to a successful fiscal year. These earnings represent the highest first quarter earnings in Screen Gems' 16-year history and the fifth consecutive year in which our first quarter exceeded the previous year's figures."

For the first quarter, Screen Gems showed a net of \$577,000 or 18 cents a share on a gross of \$1,107,000. The first quarter of the previous year showed a net of \$515,000 or 16 cents a share on a gross of \$1,009,000.

Screen Gems is a Columbia subsidiary.



Morey (Razz) Goldstein, Warner Brothers vice-president and general sales manager, addresses exhibitors in New York on the new release policy for Warners' "Two On A Guillotine." The film was given simultaneous first-runs in 100 or more leading community and midtown theatres including the RKO Palace and RKO 58th Street.



## Court Denies Dismissal In Theatre Damage Suit

HARTFORD—U. S. District Judge Robert C. Zampano has refused to dismiss a \$61,000 damage suit brought by a New Haven couple against a New Haven theatre, a shoe manufacturer, and a mail order house.

The suit, initiated by Mr. and Mrs. George Chairaluce, sought \$61,000 for injuries allegedly suffered by Mrs. Chairaluce Oct 12, 1962, in a fall down balcony stairs at the Stanley Warner Roger Sherman Theatre, New Haven.

Also being sued are the Wise Shoe Company, Inc., of New Hampshire, and Spiegel Inc., Chicago mail-order house.

Mrs. Chairaluce says she slipped because of a loose rug, breaking a heel on her left shoe and thereby sustaining severe injuries.

Judge Zampano ruled that a manufacturer must be held responsible for products used as intended and injuring the purchaser.

Mrs. Chairaluce purchased the Wise footwear from a Spiegel catalogue and was wearing them for the first time when the accident occurred. Wise filed a motion for dismissal, claiming Mrs. Chairaluce has failed to state a claim on which relief can be granted. Plaintiff declared that the shoe's heel broke because a steel brace intended to go through the entire heel was too short.

## 16mm Competition Cited

COLUMBUS, O.—Bowling Green State University at Bowling Green, Ohio, has been showing 16mm prints of features released in recent years despite alleged assurances by film distributors to Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, that they would not supply such prints in opposition to regularly-established theatres. Prickett listed the films in a bulletin to Ohio exhibitors.

The list includes "On The Double," "Requiem For a Heavyweight," "Bachelor in Paradise," "The Notorious Landlady," "The Second Time Around," "Boys' Night Out," "Love Is a Many-Splendored Thing," "International," "Hiroshima Mon Amour," "The Honeymoon Machine," "Houdini," "La Dolce Vita," "Barabbas," "Diamond Head," "Advise and Consent," and "The Pleasure of His Company."

## Dale Robertson To Speak At K.C. Show-A-Rama Meet

KANSAS CITY—Dale Robertson, president of United Screen Arts, will be the guest speaker at Show-A-Rama VIII convention in Kansas City at the Tuesday, March 2, session.

Robertson's invitation from Fred Souttar, midwest division manager for Fox West Coast Theatres, to speak at the convention and to elaborate on "The Evolution Of Censorship And What Can Be Done About It," was prompted by Souttar having heard Robertson's speech at the TOA convention in Chicago.

Robertson recently announced that his newly formed distribution and production company was entering 1965 with at least six features to be released the first part of the year.

# The NEW YORK Scene

By Mel Konecoff

NEW YORK AREA CIRCUIT AND INDEPENDENT OPERATORS WERE CALLED TO a meeting at the Warner home office to hear the campaign outlined by executives on the forthcoming "Two on a Guillotine" and also to hear Morey (Razz) Goldstein, vice-president and general sales manager, report the company's intent to release major productions simultaneously in first-run situations in 100 or more leading community and mid-town theatres. This may in time become known as saturaton showcase.

Goldstein related that over 1,000 bookings were already in on the film, which he noted placed it on a par with "What Ever Happened To Baby Jane?". Its receptivity across the country will encourage the plan for Warners to make and release a number of super horror features each year which will be in a higher-budgeted class, well-mounted, and with at least one star. Naturally, adequate promotion will play an important part in the launching of each film. The second in the series, to play later this year, will be "My Blood Runs Cold," with Troy Donohue, Joey Heatherton, and Barry Sullivan.

The promotion aspect was considered so important that field men were brought in from all over the country to listen to the campaign and then go back and conduct at least 30 "screaminars" to help line up campaigns on the local level. These are most necessary to get the picture off the ground properly. Goldstein urged his listeners not to be stingy about spending an extra buck or two of their own, which could help. Too often, some exhibitors sit back and let the distributor do it all, he claimed. Referring to expenditures, Richard Lederer, advertising and publicity vice-president, revealed that Warners was allocating \$75,000 for advance and first week activities on behalf of "Guillotine."

Goldstein wasn't very happy with the present methods of selling pictures in this area, stating that if ever there was a "loused-up" territory, this is it with its varied and sundry showcases and other nonsensical methods of playing off pictures. He added, the genius who thought up this system deserves some sort of medal for creating the utmost in confusion. The objective of his company, he declared, was not to make cheap horror pictures but rather solidly entertaining and exploitable films.

Max Stein, advertising manager, noted that the campaign was offering horror with humor to wet the appetites of radio listeners and tv viewers as he played transcriptions and showed the different trailers.

Ernie Grossman, national manager of publicity, promotion, and exploitation, reported that split-screen interviews are available on film for local station use. There were also tie-ins with the Federation of Magicians, 200,000 free sample heralds available at the rate of 2,000 per participating theatre (more can be ordered), a horror kit for each theatre with masks, rubber fright gloves, posters, insurance policies, etc.

Matty Polon, vice-president of RKO Theatres, one of the participating circuits, reported on helpful angles. His circuit will utilize 25 magicians to put on shows on weekends in many of the circuit's houses. Special theatre fronts will be used well ahead of playoff with a movable guillotine blade and a head in a basket, etc.

Connie Stevens, one of the stars of the picture, made a surprise appearance, greeting the assembled exhibitors and then having lunch with them. Another feature of the meeting was some bits of magic and campaign illustrations put across by publicity staffer Felix Greenfield.

**ON THE GOLD STANDARD: THERE WAS SORT OF A GOLDEN AURA ABOUT** the executive suite at the DeMille Theatre the other afternoon as Robert Benjamin and Arthur Krim, board chairman and president, respectively, of United Artists, met with Walter Reade, Jr., chairman of the board of Walter Reade-Sterling, Inc., to gloat over the results of the "Goldfinger" engagements at the DeMille and Coronet Theatres. The festivities took a more concrete turn as Reade presented a check for the record film rental in the amount of \$156,287, which marked the largest single week's film rental in motion picture history, to UA's New York branch manager John Turner.

In addition, Reade presented Benjamin and Krim with an inscribed gold plaque commemorating the event, featuring a reproduction of the check inscribed thereon. Harry Saltzman and Albert Broccoli, co-producers of "Goldfinger," were also present and were each presented with gold cigarette boxes similarly inscribed.

Amid the downing of champagne and gold-colored sweets, Reade congratulated the producers on their achievement and opined that all exhibitors should accept this as exciting proof that motion pictures were still the nation's top entertainment medium. He looked forward to 1965 being one of the biggest years for the industry.

Part of the record figure was made possible by keeping the DeMille open 24 hours daily during the Christmas-New Year holiday span and also holding midnight showings at the Coronet, with managers and others from other theatres in the Reade circuit being brought in to relieve the regular staffs of these two houses. Bonuses were paid to the staff people for their extraordinary efforts, according to Reade officials.

Besides press observers, there were, from UA—Fred Goldberg, vice-president; David Picker, vice-president; Gabe Sumner, national director of advertising and publicity; from Reade—Sheldon Gunsberg, executive vice-president; Edwin Gage, vice-president and treasurer; Guy Biondi, Paul Baise, and others, as well as producer representative Myer P. Beck.

**THE METROPOLITAN SCENE:** MARTIN NEWMAN, VICE-PRESIDENT OF CENTURY Theatres, was guest speaker at the Real Estate Board of New York the other day at a Yale Club luncheon. His topic was "Movie Theatres in Shopping Centers," and he should know. Century operates in some of the largest such centers on Long Island. . . . Robert L. Levine, with Brandt Theatres for nine years, joins the executive training program at National Screen Service.





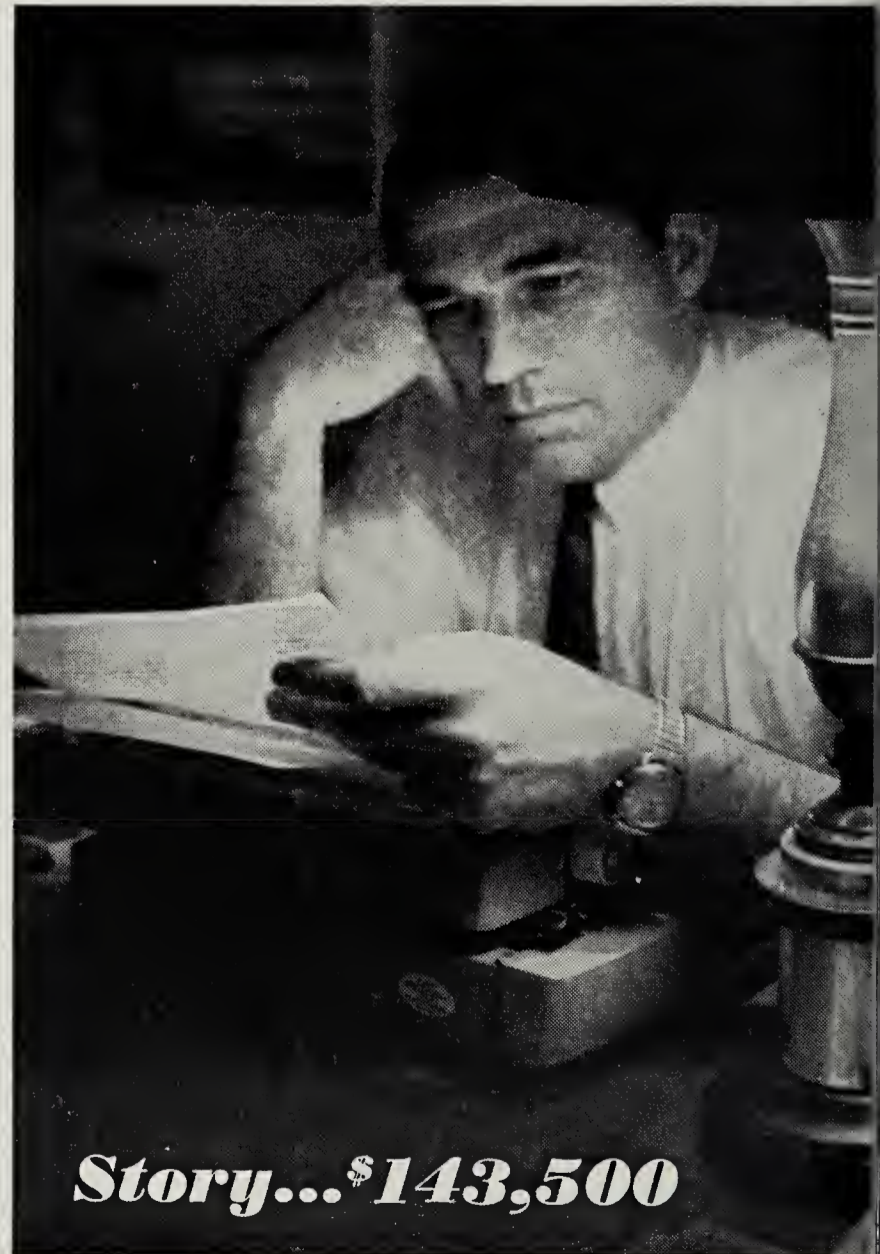
***Talent...\$390,000***



***Location...\$86,500***



***Lighting...\$33,500***

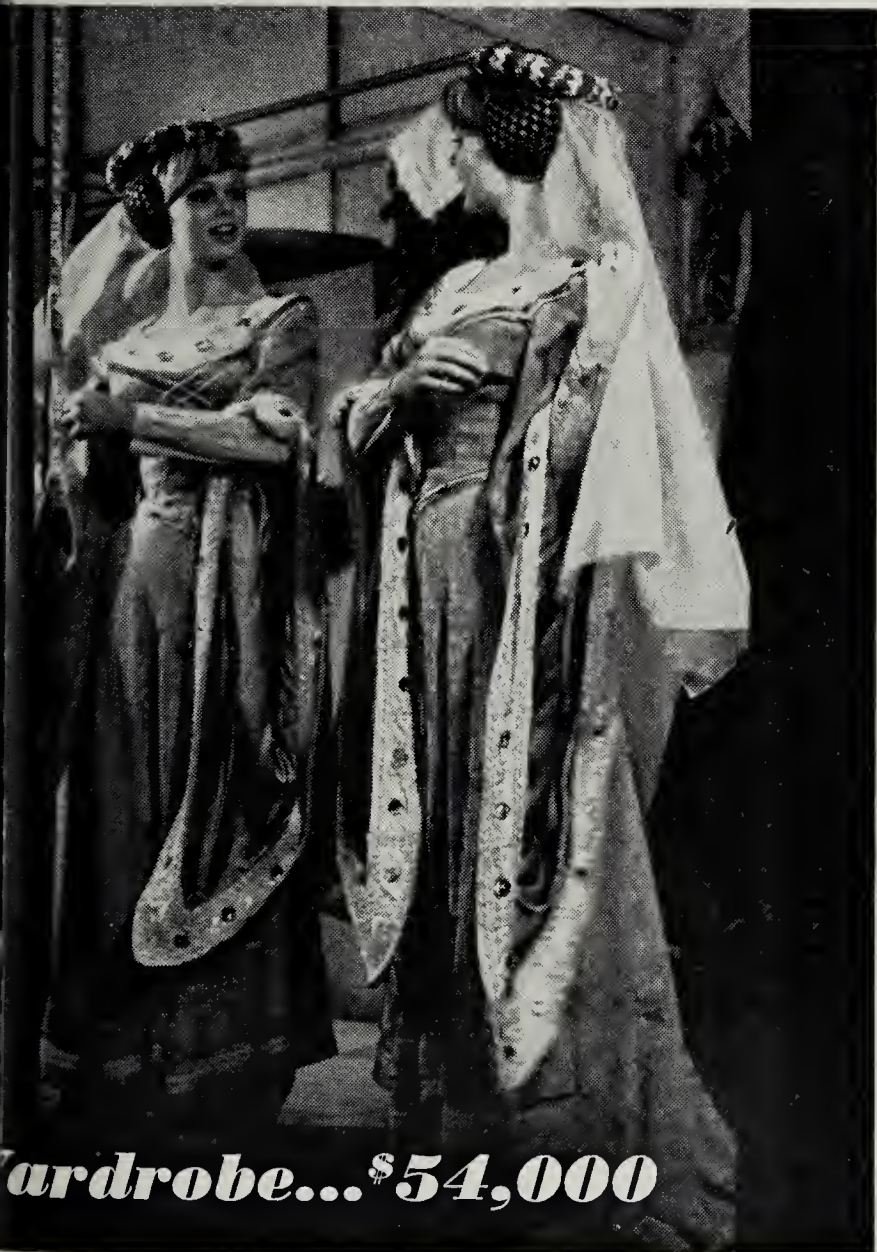


***Story...\$143,500***





**ts...\$242,600**



**ardrobe...\$54,000**

# ***Now. Are you willing to risk it all on less than Eastman films?***

More than anything else except creative skill, film is crucial to quality in movie-making. Isn't it a false economy, then, to attempt to save a fraction of a cent per foot on film stock which has less than Eastman quality? And doesn't poor film quality jeopardize your entire investment, even make talent look bad?

But total picture quality doesn't demand that you merely shoot on the best negative. There's also the print stock to consider . . . and some don't. It's a great mistake—both from your point of view and that of your audience—to print on anything less than EASTMAN Film.

Look at it this way. Film—both negative and print stock—must have consistent speed, uniform processing characteristics, dimensional stability, precision perforations and uniform slit edges. In the theater it must possess a long wear-tear capability for precision in projection and in order to hold down costly print reorders. EASTMAN Films have all these qualities because Eastman's engineering and technical facilities are unique. Furthermore, Eastman's film specialists are always at hand to help you maximize production efficiency.

Everything considered, doesn't it make good sense to use EASTMAN all the way?

Motion Picture Products Sales Department  
**EASTMAN KODAK COMPANY**  
 Rochester, N. Y.      New York, N. Y.  
 Chicago, Ill.      Hollywood, Calif.





# LONDON Observations

By Jock MacGregor

SOME 5000 NEW YEAR'S EVE REVELLERS SAW THE FINALS OF THE "MISS Beach Party" beauty contest which has been staged at ABC theatres throughout the British Isles as a highlight of the Albert Hall ball run by "The People" in aid of the Variety Club. The winner, Rosemary Williams, gets a trip to Hollywood and a part in an AIP picture. It would have been hard to find a more suitable victor. She is enchanting, but what the judges did not know until I told them is that she has just won a battle for her sight. It was feared that she was going blind, but a rare and intricate operation is proving successful. The Belle of the Ball was Margaret Rutherford, Miss Marples herself, who headed an impressive roster of Variety's star supporters. This was David Jones' last appearance as chief barker—he has raised a fabulous million and a quarter dollars in the year—but the changing of the chief barkers (Britain's newest traditional ceremony) could not take place at midnight as Ken Rive was in South Africa in connection with the affairs of his late associate, Bill Boxer.

A CELEBRATION OF ANOTHER KIND TOOK PLACE THE PREVIOUS EVENING when Anatole de Grunwald's "The Yellow Rolls Royce" was launched in aid of the Newspaper Press Fund. Starring Rex Harrison, Shirley MacLaine, Ingrid Bergman, and Omar Sharif, here is another lush piece of old fashioned movie fare, sumptuously mounted and without a hint of a social problem in the three separate stories which are linked by the car as a sort of luxurious chaise longue on wheels. The Empire is the nicest theatre for such a premiere. From the spacious foyer bar, guests can watch arrivals with the added comfort of a glass of one's favorite poison.

PROBABLY THE STRONGEST MOVIES YET ON TV HAVE NOT AFFECTED CINEMAS with real attractions. The Evening Standard even ran the fabulous queues in the rain for "Mary Poppins" at the Leicester Square. After smashing records, it is moving to the smaller Haymarket Odeon as a road show. Disney's "Snow White," revived on Rank release, has shaken many by its take. "Roustabout," which played the ABC release on the traditionally dead pre-Christmas days and did top business, is causing film men to wonder if nowadays there are bad dates. "Rio Conchos" has given the Carlton its best opening, and "Father Goose" is doing magnificently at the Odeon and the provincial keys—Cary Grant is one star with the old magic of really pulling 'em in. After two years in the West End, "Lawrence" is being successfully road shown in four suburban theatres. In its place at the Metropole, "West Side Story" is being revived as caretaker until "Lord Jim" is transferred after next months' Royal Film Performance. While the Marble Arch Odeon is now being demolished to make way for a skyscraper incorporating a smaller theatre, the new Curzon is taking rapid shape following foundation problems.

I WAS HAPPY TO BUMP INTO MONJA DANISCHEWSKY, ONE TIME PUBLICIST who has turned to successful script writing and was home for the holidays from working on a subject with Ronald Neame on the Riviera in the White Elephant. I quipped that after his hit with "Topkapi," I must search my files lest there were any of his handouts which might be worth selling now! He rejoined that for sentimental reasons he would like to get hold of the adverts which he placed in Worlds Press News on Ealing Studios personalities.

And talking of publicists, it was good to hear from that Hollywood exile, Phil Gersdorf, who having done a first rate job on "What's New Pussy Cat" in Paris, has moved to Madrid. He sent a lengthy communique on David Lean's "Doctor Zhivago," which Carlo Ponti is producing as "one of the most important and significant motion picture enterprises in years" with a cast of thousands. In the initial scenes are Omar Sharif, Sir Ralph Richardson, Julie Christie, and Rod Steiger.

Gersdorf fully appreciates the value of international coverages and is not one of those Americans who considers his job done when he has serviced "Hollywood's Big Four"—an attitude which could explain the lack of press interest in many pictures these days. Such publicists may please those producers who apparently prefer their associates to the public reading about their pictures, but do they do the industry a service? ABC's assistant publicity and advertising manager, Ken Frost, has resigned to take over a country pub, and on the same theme, Alf Bartle, who was the popular host to top stars like Robert Mitchum, Trevor Howard, Stephen Boyd, and Gary Cooper at the Red Lion opposite Elstree Studios, is now "making eyes at 'em down at the 'Old Bull and Bush.'" the pub immortalized in the song, which he now is managing.

THE INSTITUTE OF PRACTITIONERS IN ADVERTISING'S NATIONAL READERSHIP Survey for the first time included ABC Film Review, which is only sold at 300 ABC houses against the 35,000 outlets for most magazines, and placed it in the top 10 of the 32 covered. The survey claims that 1,800,000 read the 277,000 copies sold monthly. The 52 page January issue has a 325,000 print order. Rank's equivalent, "Showtime," celebrates its first anniversary with a bumper 64 page issue. Their success with limited outlets but concentrated sales by theatre staff has greatly impressed the publishing trade and advertising agencies who are placing an increasing amount of national as well as show biz advertising. . . . Roger Vadim's sparkling new version of "La Ronde" has opened at the Columbia, and with its sexy and extravagant undertones will entertain a vast number of people. I was cynically amused (perhaps amused is not the word) at the ensuing reception to overhear a group of minor critics extolling the virtue of the original at its expense, yet not one could recall more than one of the cast or a single incident. . . . Most cinemas have increased their prices by about seven cents, and considerable coverage has been given to this in tv and radio newscasts. . . . Mike Allan is spending \$700,000 on development and expansion at Technicolor's London plant.

## Times Film Corp. Names U. S. Releasing Agents

NEW YORK—Jean Goldwurm's Times Film Corporation has announced the appointment of releasing agents throughout the United States for its increased 1965 schedule, according to Harold L. Spero, national sales director for the company, and Felix Bilgrey, general counsel.

Edward Ruff, Edward Ruff Associates, will handle the Boston-New Haven exchange areas. Max Westebbe will book the Albany and Buffalo areas. In the south, Nat Sanders will supervise Atlanta and Jacksonville; Harry Kerr will set sales for Charlotte; Don Kay will cover Memphis and New Orleans; and Joe Gins will cover Washington, D. C., and Virginia. The Dallas-Oklahoma exchange areas will be supervised by Eddie Ashkins, Emerson Film Enterprises, while Joe Emerson covers the 13 western states through his west coast exchanges.

David Rosen will set sales for Philadelphia, and James Hendel's sales organization will cover Pittsburgh, Detroit, and Cleveland. The Cincinnati area will be supervised by Edward Salzberg, Screen Classics, Inc., and Indianapolis will be covered by Robert Jones, Howco Film Exchange. American International Pictures will represent the Kansas City territory through the efforts of Earl Dyson, and St. Louis will be supervised by George Cohn, Crest Film Exchange. Lomac Films, headed by Joe Loeffler, will handle the Minneapolis-St. Paul-Omaha exchanges, and Chicago-Milwaukee will be serviced by George Lefko. Distribution in the Dominion of Canada will be represented by Alex Metcalfe, Tempo Films, who will operate from his home base in Toronto.

## "Jimmy" Says Thanks

BOSTON—In extending gratitude to all who have taken part in the campaign, Thomas A. Yawkey, president, Children's Cancer Research Foundation, announced \$597,991.08 had been raised by theatres, Red Sox, law enforcement agencies, little leaguers, and the public at large for the Jimmy Fund. Heading the 1964 drive was William S. Koster, Joseph E. Cronin, Ted Williams, Curt Gowdy, James F. Mahoney, Hector Pelletier, Thomas J. Sullivan, and Judge William E. Powers.

## Conn. Anti-Trust Suit Heads For Jury Trial

HARTFORD—U. S. District Judge T. Emmet Claire has rejected a bid to kill a \$500,000 anti-trust suit by the suburban Berlin Drive-In Theatre against nine major film distributors and another suit asking \$750,000 damages against seven exhibitors.

The decision paves the way for a full-scale jury trial here on charges that the defendants conspired to keep first-run films from being shown at the theatre for two years.

Claire's decision follows a defendants' move to dismiss the five-year-old suits on grounds that theatre counsel had failed to comply with a judge's order to furnish detailed statements on damages claimed against each defendant.



## ALBANY

Samuel E. Rosenblatt, president, Acme Theatres, Inc., and a former two-term chief barker, Albany Variety Club, will leave New York January 20 for a trip to Portugal, Spain, Italy and Israel. . . . Kallet Theatres, of Oneida, reopened the refurbished Uptown, Utica. Manager Joseph Essel states the house was resealed, recarpeted, and repainted. . . . The Hellman held daily matinees from Dec. 26 through Jan. 3 of Warners' "My Fair Lady." Managing director David Weinstein said this was "to accommodate everyone—so that your family can enjoy it together."

## ATLANTA

Martin Theatres of Georgia, Inc., in cooperation with Carter Cinemas, Storey Theatres, and Meisselman Theatres is inaugurating what is being called "Premiere Presentations." Through this method of multiple booking of first-runs several theatres in various sections of the city will present the same film at the same time. . . . Richard Howell, head booker, Allied Artists, has returned to his office after a hunting trip in South Georgia. . . . Robert L. Hames, former division manager, Continental Distributing, has resigned to open a local office of United Screen Art at 205 Walton Street. Mrs. Polly Puckett, former secretary-booker at Embassy, has resigned to go with him as secretary and booker. . . . Paul Stevens, booker, American International Pictures, returned to work following surgery at a local hospital.

## BOSTON

There were lines all day long at the Gary for "Mary Poppins"; there were lines all night long at the Music Hall for "Goldfinger"; "My Fair Lady" on reserved seat basis was all sold out at the Saxon; and good business too for "Kiss Me Stupid" at the Beacon Hill and "Emil and the Detectives" at the Capri, the five Sack house in Boston, which grossed the unprecedented amount of nearly \$200,000 for seven days during the holidays. The golden finger of "Goldfinger" pointed the way giving Sack the golden touch with the breaking of all existing records for \$73,000 for seven days at the Music Hall. "Mary Poppins" popped the record at the Gary, previously held by "Guns of Navarone," for a whopping \$53,000, in its 11th week. "My Fair Lady" hit a record tune of \$45,000 in its 10th week at the Saxon. So great was the demand, so long the lines that Sack put on chartered buses to haul the overflow from "Mary Poppins" and "My Fair Lady" to the Capri. The fantastic surge of business for "Goldfinger" has given exhibitors here a most optimistic outlook for 1965, and it's also a big image builder for the Music Hall, which was taken over by Ben Sack a couple of years ago. The enormous 4,400-seat house, last of the big film palaces, modeled after the Paris Opera house, where the rest rooms are larger than some of the new art theatres, was in a depressed state. It had seen its big days as the "Metropolitan" theatre, had run stage shows and pictures, but in the last decade, had fallen into a shabby decline. "There were lots of Monday morning quarter-backs around," Sack recalled, "saying people wouldn't come here any more, it was too big, it was too this—and too that—and no matter what you put in here it wouldn't do any business, they said. After extensive face lifting and remodeling we got going and hit big with 'Boy's Night Out,' and we did right well with

'A Shot in the Dark.' But nothing like this 'Goldfinger' has ever happened before. It's phenomenal. Just remember, we have 4,400 seats here, three boxoffices working, elevators to the balconies, end every night, lines, lines and lines—in two directions, all clamoring to get into the theatre. . . . Gift ticket books were offered at the Keith Memorial here priced at \$3, \$5, or \$10.

## BUFFALO

The "Ten Best" days are here again and Bob Sokolsky, motion picture and drama editor of the Buffalo Courier-Express, selects the following as his choice of the 10 outstanding 1964 productions: "Tom Jones," "Billy Liar," "My Fair Lady," "Seven Days in May," "The Pink Panther," "Becket," "The Americanization of Emily," "The Easy Life," "One Potato, Two Potato," and "The Night of the Iguana." . . . Michael F. Ellis, Jr., past chief barker of Tent 7, Variety Club of Buffalo, long active in the affairs of the club and co-chairman of the coming Variety telethon on WKBW-TV, joined with other members of his family, Michael, Sr., Jerome R., and Maxwell E., in celebrating the 40th anniversary of the Ellis Advertising Company. . . . Thomas W. Fenno, 1964 chief barker of the Buffalo Variety Club, saluted his fellow barkers the other day with this year end statement: "As we look back, we find that 1964 has been quite a year for Tent 7. It was a year when our forces and resources were marshalled together in the furtherance of a great cause in a great community; and, behind it all, the great people who made these achievements possible and my job a lot easier. My heartfelt thanks to each of you for your faith, your encouragement, your support, your efforts—the successful combination of the past year and a favorable forecast for years to come." . . . Shea's Teck has "Sound of Music" on assignment for Easter premiere, and Charlie Funk, managing director of the Century, proudly announces Disney's "Mary Poppins" will open in his downtown Century on Jan. 20. Meanwhile, the big film houses are back in business. At the last estimate "My Fair Lady" had a \$20,000 backlog of reservations in the Granada and manager Joe Garvey believes this is an all-time record advance for a screen show in Buffalo. Manager Frank Arena reports a terrific first week for "Goldfinger," approaching \$40,000. . . . Mike Klein, manager, WB branch, held an invitational trade screening of "Cheyenne Autumn" in the Colvin, and was the recipient of many exhibitor laudatory remarks following the preview of the production, which will be the Easter attraction. . . . Louis Nigro, doorman at the Center in downtown Buffalo for the past several years, and Mrs. Nigro celebrated their 50th wedding anniversary. . . . "Our Compo Tax Repeal Campaign Committee is working day and night in its effort to obtain repeal of the federal tax on theatre admissions," says Sidney J. Cohen, president of Allied Theatres of New York State, Inc., who declares that it is imperative that every exhibitor do his part. . . . "The screens may get larger. The projection processes may become more complex. The foreign films may become greater forces. New stars may twinkle brightly," said Bob Sokolsky in the Courier-Express. "Yet, one motion picture concept has failed to diminish through the years," he continued. "When a movie-maker wants to really please his audience he scares the bejabbers out of it. Warner Bros. hopes to provide the latest example of that concept and it will use Buffalo to test its theories shortly. The picture is 'Two on a Guillotine,' going into national re-

lease Feb. 13. However, it will have a local premiere Jan. 29 at the Center theatre. The film could inaugurate a new career for its star, Connie Stevens, a young lady who has undergone several images in a very few years." . . . Sidney J. Cohen, president, New York State Allied Theatres, will attend the national directors winter board meeting, Jan. 14 in the Eden Roc, Miami Beach. Cohen has been appointed to the following National Allied committees for 1965; national trade practices, finance, national convention, COMPO executive. . . . The Lackawanna, N. Y., Common Council has named three new Bingo inspectors: Robert McCann, former assessor; Edwin Janicki; and Richard Kapa. The appointments culminate a controversy which arose when the positions were created by the Council. The Mayor promptly vetoed the appointments. The Council overrode the veto.

## CHARLOTTE

Joe Antone, Raleigh, N. C., retired after 51 years as a motion picture projectionist. He began his career at Dunn, N. C., at the age of 16, later moving to Richmond, Va., for 10 years, and then moving to Raleigh, his original home, serving first as a projectionist in the old Palace, When it closed, he moved to the Varsity. For the past 12 years, he has been projectionist at the Ambassador. He is 67 years old.

## CHICAGO

Record holiday business in this area according to reports of movie theatre management. . . . Barbara Stanwyck due here in January to boost her latest film, "Night Walker." . . . Edward Zorn, former president of the United Theatre Owners of Illinois, died in Toronto, Canada. . . . Herman A. Cole, former president of Crackerjack Co., passed away at his home on Anna Maria Key Island, Florida. Cole was well known to theatre concession trade. He leaves surviving his widow, a daughter, a son, and a brother. . . . "Mary Poppins" will have Great States Circuit premiere at Peoria, Peoria, Ill., on Jan. 14. . . . Oscar Brotman and Leonard Sherman, theatre owners, who recently acquired Tivoli, Downers Grove, Ill., now own five houses in this area. . . . Roosevelt set an all-time house record with "Goldfinger," grossing over \$76,000 its first week. . . . Roseland, as of Jan. 1, will be under the new management of Roseland Theatre Corporation, according to Herb Elisburg, president. The house is to undergo complete renovation. . . . Gig Young is due here for personal appearance in January to boost the Universal film, "Strange Bedfellows," in which he co-stars with Rock Hudson and Gina Lollobrigida. . . . Dave Wallerstein, B and K's president, reports that capacity crowds came out for the Christmas Day opening of their new house—the Oakbrook, outgrossing all other neighborhood houses in the circuit. . . . William Bradford Huie, author of the novel "The Americanization of Emily," was here for the premiere of the film. . . . Jack Clark, president of Allied Theatres, announced plans of his daughter, Kathy Ann, to marry Terry O'Brien in Chicago next August. . . . William Johnson, veteran building veteran of Balaban and Katz, died after suffering a heart attack. . . . Kohlberg Drive-In is featuring four films on their night programs at a carload price of \$3 and supplying heaters to each car. . . . Sheldon Smith, Chicago offices of Universal, is being transferred to the organization's New York headquarters. . . . MGM exchange is in the process of moving from their Wabash ave. film



offices to new quarters in Mercantile National Bank Building. . . . Dan Stone named manager by B and K of the new Oakbrook, Oakbrook, Ill., which opened Christmas day. Harry Odenhall is managing director of the house. . . . Ralph Smitha, Essaness Theatres and chairman of La Rabida theatre collections, reports that patrons contributed \$50,000 during the year toward this Variety Club sponsored charity. . . . Reserved seat tickets for "Cheyenne Autumn" are being sold at McVickers boxoffice, Sears, Roebuck and Co. stores, and at currency exchanges. Blackhawk Restaurant is again participating with McVickers management by offering combination dinner and reserved seats to the film. . . . Jack Belasco, manager of Essaness Woods, celebrated his 22nd year with the company. . . . Harold Janeki named supervisor of Kohlberg theatres in Milwaukee territory. He will make his headquarters at the new Brownport theatre. . . . David Wallerstein, president of Balaban and Katz, is chairman of committee which is recommending that an all-weather sports arena for Chicago be built west of the loop. Board has recommended the building of a 60,000-seat stadium to cost \$22 million

## CINCINNATI

"My Fair Lady," playing the Valley, broke all house records during the holiday season. The film also set a new city record for films playing on a reserved-seat policy during the New Year weekend. . . . Colosseum members entertained their wives at a dinner dance held on club's 26th annual meeting at the Vernon Manor. Jack Quigley, 20th-Fox, and Bill Garner, UA, were co-chairmen for the gay party. . . . Cincinnati Theatres, with general manager Jack Haynes as host, entertained house managers and Film Row executives at an informal luncheon held in its office quarters. . . . Tri-State Theatre Services is booking and buying for the New Sharon, Sharonville, O. . . . In Springfield, O., Chakeres' State bulged to its walls for the sixth annual "kiddie show." Price of admission was a can of food. The annual program, sponsored by Chakeres and the Catholic Parish News Association, is for the purpose of gathering foodstuffs to be used in Christmas baskets for needy families distributed under the supervision of the Domician Sisters of the Sick Poor. In the lead article of the Catholic "Parish News" for December, the Chakeres management was publicly thanked for its generosity toward the needy and for the pleasure the show gave the children.

## COLUMBUS, O.

All local firstruns were doing holdover business during the holidays. Extra playing time was recorded by "My Fair Lady" at Hunt's Cinestage, "It's a Mad, Mad, Mad, Mad World" at RKO Grand, "Father Goose" at

## ITOO Protests MGM Shows At Ohio University

COLUMBUS, OHIO—Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, asked Ohio exhibitors to eliminate MGM bookings for the week of Jan. 10 in protest against MGM features booked at Ohio University, Athens, Ohio, where a 25-cent admission is charged at the campus theatre seating 2,000.

Prickett said, "MGM is positively ignoring the damage done to tax-paying theatres in the Athens case."

RKO Palace, "Goldfinger" at Loew's Ohio, and "Goodbye Charlie" at Northland Cinema. . . . City Council of Mt. Vernon, Ohio, tabled indefinitely an ordinance which would have granted a community antenna television franchise after opposition was expressed by Ken Prickett, executive secretary, Independent Theatre Owners of Ohio. Prickett later spoke against a similar ordinance before the City Council of Shelby, Ohio.

## DALLAS

James O. Cherry, city manager for Interstate Theatres, stated that sale of Interstate Theatres books of movie coupons was at an all time high here. The coupon books were available at 80 Interstate theatres in 26 Texas cities, and are redeemable at any of the theatres at any time. . . . Some 4,500 cans of foods was turned over by the Dallas Variety Club to the Salvation Army's baskets for needy families. The food was brought by members to the annual Christmas party as the price of admission. . . . The local Metro-Goldwyn-Mayer office, in keeping with the slogan, "MGM Is on the Move," has moved into new quarters on the third floor of the Tower Petroleum Bldg. The staff had been in its old offices for the past 35 years. . . . As a promotion for "The Americanization of Emily" showing at the Capri, Janienne Parham cruised through the local downtown streets in a red sports car as a female Santa. She passed out candy kisses to the shoppers. . . . Irvin Berwick, local producer-director, began shooting here at Jamieson Studios and on location, "The Street Is My Beat." The film will include Les Tremayne, Susan Seaforth, Todd Lasswell, Gertrude Flynn, John Harmon, and Susan Cummings. Script is by Berwick and Harold Livingston, and Denis Adams is production coordinator, with the film to be released as an Irvwar Production. Berwick last spring produced "Strange Compulsion," with Preston Sturges, Jr., and the film is currently in release. Future plans call for two films a year to be produced here by Berwick. . . . Paul Short, division manager, National Screen Service, and once manager of the Capri and Majestic, is directing a special presentation of "The Messiah." Special dialogue is by Besa Short, who was at one time shorts booker for Interstate Theatres. Instead of an oratorio, the production is now in the form of a pageant. . . . Tom Bridges is moving his office from New York City to Dallas to be near the exchange he supervises. Bridges, promoted to Paramount's southwest sales manager two years ago, moved to New York at that time.

## DENVER

Film Row celebrated the holidays with gusto as Jack Finn, Les Laramie, Orin Summers, Floyds Brethour, and Jack Micheletti presided over open house at Universal; Bob and Sue Tankersley of Western Service and

Supply held their annual party at the Wolhurst Country Club; MGM personnel were entertained at a party at the home of George Fisher, local branch manager; Chick Lloyd and Murray Gerson hosted open house at their offices of American International Exchange. . . . WOMPI members sent gifts to the State Hospital in Pueblo, the Infant of Prague Nursery, and the Holy Ghost Youth Center. . . . WOMPI international vice-president Anne Miller, United Artists, has been in Indianapolis assisting in the reorganization of the chapter. . . . \$75 was stolen during a break-in of Mitchell Kelloff's Uptown, Pueblo. . . . Daughter of Mr. and Mrs. Pat McGee, Karen, a student at Catholic University, Washington, was home for the holidays, and her parents announced her engagement to Richard Holland, co-student at the University. . . . Mr. and Mrs. C. H. Lyman, Western Service and Supply, Salt Lake City branch, were in. . . . Robert Selig was here for the opening of the new Fox Lake Ridge house in the Lakewood-Wheatridge section. Jim Sutton, from Laramie, is managing the 775-seater. . . . Mr. and Mrs. Lowell Cain, Silco Theatres, Silver City, N. M., have been in California to help celebrate their parents 50th anniversary. . . . A cocktail party was hosted by Larry Starsmore and Howard Campbell at the Brown Palace Hotel for members of the Rocky Mountain Motion Picture Association. . . . The Peerless, Holyoke, Colo., recently acquired by Chad and Kay De Castro, was opened in time for the holidays.

## DES MOINES

A. H. Blank, Des Moines theatre executive and widely known philanthropist, received the 1964 Americanism award from the Des Moines Post 637 of the Jewish War Veterans of the U. S. Joseph F. Epstein, post commander, presented the award, pointing out Blank's donation of \$150,000 to establish a Des Moines children's zoo in 1964. . . . Elmer Svendsen has reopened the Roxy, Alta, Ia. . . . Carrie Faber has retired after more than 36 years with 20th Century-Fox exchange in Des Moines. Mrs. Faber has served as cashier at the exchange for a score of years, and her husband, Al Faber, has also retired from the post as editor of the Iowa Legionnaire in Des Moines. . . . Edna Cloonen, Iowa United Theatres, Des Moines, married Andy Stout.

## DETROIT

Here's a switch from the frequent complaint of unfair competition to exhibitors from seats of learning. Wayne State University is accused of "competing unfairly against private enterprise in producing short films for business and industry." The accuser is State Representative Richard A. Guzowski. The university flatly denies the charge, claiming only educational movies are made. This all came to light when Guzowski and one other member of a four-man committee held a hearing here in the City-County Building. Guzowski had criticized the university administration frequently. This is probably his last blast inasmuch as he and all the members of his committee were not reelected, and will leave office as of Dec. 31. Detroit probably produces the largest footage of non-theatrical film in the country. . . . Based on the prediction that Pontiac, Mich., will increase in population by 500,000 in the next 15 years, the J. L. Hudson Co. will replace an 80,000 square feet budget store operation with a full-fledged department store which will require an area of 285,000 square feet. This is part of a mall development adjacent

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to downtown Pontiac's movie houses, for which this should be good news. Ten other stores will be added, as well as parking space in the project which aims eventually at 50 stores. Detroit realtors William Gershenson and James Wineman are among the owners and developers of Pontiac Mall Center. . . . In Warren, Mich., announcement of a twin-auditorium theatre, Cinema I and Cinema II, to be built by General Cinema of Boston, was made in these columns. Details are now being announced by Dick Kline, Detroit division manager, along with target date for opening, Jan. 20. First night will be for the benefit for handicapped children, under the auspices of the Kiwanis Clubs of Warren, Harper Woods, and East Detroit. Aldage Prevost will manage, with John Roberts as his assistant.

## HOUSTON

Walt Disney's "Emil and the Detectives" opened on Christmas eve at 11 theatres. Based on a children's classic written 35 years ago by the German author Erich Kastner, it was brought up to date by former Houstonian A. J. Carothers, now a screen writer for Disney. . . . Joan Neel, whose title is Miss Texas World, and who had a part in AIP's "Pajama Party," was a guest at the Warwick Club. . . . The second Electronovision production "TAMI, Teen Age Music International," opened the week after Christmas for special teen-age showings at the Majestic. The presentations were held on Dec. 28, 29, 30, and 31, with a midnight showing on Dec. 30. Tickets at \$1 were unreserved. The show features 12 recording artists and was filmed during a performance at the Santa Monica Civic Auditorium.

## JACKSONVILLE

Louise Shevada resigned from the Allied Artists office to move to West Virginia with her husband. . . . Local WOMPI members sent many Yuletide greeting cards to Mary Lou Weaver, member of the Cleveland WOMPI group who is a patient at the Will Rogers Memorial Hospital in Saranac Lake, N. Y. . . . The 50th anniversary of Florida State Theatres was celebrated at a Christmas party held in the Studio Theatre on the seventh floor of the Florida Theatre Bldg. Attending the party were all members of the FST home office staff, managers of seven local FST houses, leading tenants of the office building, branch managers of distribution offices, and several out-of-town guests. A smorgasbord luncheon was served at the party, and everyone was presented with a Christmas gift. . . . The 100th anniversary edition of the local Florida Times-Union consisted of 312 pages and covered local and state history for the past 100 years. It contained a photograph of the city's oldest motion picture house, the Imperial, as it existed circa 1914. A street car in front of the theatre displayed a one-sheet advertising Billie Burke as the star of "Lost in the Everglades." . . . The year-end holiday season brought booming business to many of the city's theatres. In the attendance lead was the downtown Florida with its presentation of "Goldfinger." . . . The local San Marco Art, Florida's only full-time motion picture art house outside the Miami area, has developed a change of pace pleasing to its large following of art fans. Formerly an art theatre only on midweek dates, the San Marco specialized in obscure foreign films of limited appeal. Now, however, the booking policy has been broadened to include major foreign films with

a boxoffice potential comparable to commercial films, as well as out-of-the-ordinary American films, unusual short subjects which fit adult tastes, film classics from the past, and double bills of sure-fire entertainment. The San Marco launched its 1965 season with films of the latter category for Peter Sellers fans with a presentation of "The Pink Panther" and "A Shot in the Dark," which brought a boom to the San Marco's boxoffice. The San Marco, managed by WOMPI member Iva Lowe, provides a quiet, relaxing atmosphere, serves free coffee at all times in the lobby, provides an intermission program of music from recordings of world-famous composers and artists, and supplies a compact art gallery wall for exhibitions by local artists. The San Marco is also a gathering place for the city's cultural groups, and the theatre represents the industry in the Jacksonville Council of the Arts. . . . The WOMPI "Country Hcedown" dance at the Knights of Columbus Hall made such a hit with the crowds of industryites who attended that a pre-Valentine's dance at the same location has been scheduled for Feb. 12, 1965, by the WOMPI social committee. . . . Sandra E. Summerlin, who has filled many positions with Florida State Theatres in the past several years, has joined the Universal staff as secretary to branch manager W. A. "Bill" McClure. . . . Doyle Luther reported that his Lake, South Bay, which was damaged in a recent fire, is undergoing repairs and will be reopened shortly. . . . Gus Luke is planning a pre-Christmas opening for his new Capri, Sylvester, Ga., recently constructed on the site of the old Palace, destroyed by fire two years ago. The Capri's bookings are being handled by Marvin Skinner. . . . The Jones, Graceville, formerly operated by Mack Clark, has been reopened by Clyde Hinson after being closed for the past few months. . . . A night robbery at the Universal branch office resulted in the loss of personal possessions from the desks of manager W. A. McClure and Sunny Greenwood. Sunny is planning a Christmas visit with her mother and son in Gainesville, Ga. She recently received an appointment to the Ways and Means Committee of WOMPI International.

## MIAMI, FLA.

Charles Burk McDonald, 78, former general manager, RKO Theatres, died in Hollywood, Fla., Hospital. Prior to joining RKO, McDonald was an actor with the old Fox Circuit, later B. F. Keith. After retiring to Hollywood, Fla., 15 years ago from Long Island, he kept his theatrical interests alive by writing for local papers and papers in the north about the world of show people. . . . Oran Cohen, Plaza, Hollywood, Fla., was first prize winner in Wometco Enterprises' Christmas decoration contest, held among all confection units. Krag Collins, North Dade Drive-In, was second place winner, and Alfred Caldwell, Essex, Hialeah, was third place winner. Honorable mention was given to managers of the Rosetta, Ritz, and 27th Avenue Drive-in, by Joe St. Thomas, department head. . . . A post-Christmas tragedy has occasioned several managerial shifts. James R. Neff, 37, manager of Wometco Enterprises, Inc., Pompano, Fla., vending division, drowned in a remote area of the Hillsborough Canal about 26 miles southeast of Belle Glades, following a boating mishap. Oran Cohen, Plaza manager, and formerly with Wometco's central Florida vending in Orlando, was assigned to Neff's post. Replacing Cohen is Bill Lavery, coming from the Surf, Miami Beach. Cecil

Allen was transferred from the Mayfair to the Surf; John Reed from the Parkway to the Mayfair. Leo Nunez has been hired to manage the Parkway.

## KANSAS CITY

A series of managerial shifts in the Durwood Theatres circuit here came in the wake of George Kieffer's promotion to executive assistant to M. Robert Goodfriend, general manager. Kieffer had been performing some promotional duties and also managing the Parkway twins, the chain's Ward Parkway Shopping Center houses. David Woolery has moved up as Parkway manager, assisted by William Deuterman, new with the circuit. Another recently named manager is Ronald Waller at the downtown Roxy, assisted by Donald Emmert, management trainee. Manager James LeRoy, who has been in charge of the Embassy twins, circuit's newest theatres, since their opening in late summer, has a new assistant. He is former projectionist Edward Walden and replaces Carl Ham, who has been named manager of a Durwood outdoor theatre in St. Joseph. Charles Doran, Capri manager, also has a new aide, David Stevens, as does Empire manager Ralph Buhrmester, latter's helper being James Sutherland. . . . Promotional gimmick being used to launch "Father Goose" at the Durwood Empire, Kansas City, is a team job, with WHB

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radio staging a special matinee screening, billed as a "Housewives Spectacular." Station aired taped announcement for 12 days, inviting housewives to write in for free admission tickets (limit four), good for special matinee if presented along with a new or usable toy worth at least 50 cents. Toys were to be presented to Mennonite Children's Home in Kansas City Kans., and other institutions. For "Father Goose" engagement, Empire switches from hard-ticket policy used during several years of Cinerama presentations, to continuous showings at \$1.50 top with a 1,300 seating capacity, according to M. Robert Goodfriend, Durwood Theatres general manager.

## MEMPHIS

The local WOMPI were guests of Park Bowling Lanes, and in return for the hospitality, WOMPI president Juanita Hamblin awarded theatre passes to all top scorers at the lanes. The Christmas charities for the chapter include gifts for the elderly men at the Sunshine Home, and presents and food for a needy family of six. Miss Lois Evans, vice-president of the chapter, was to be hostess for the group's Christmas party on Dec. 22. . . . Yell Theatre, Yellville, Ark., operated by David Weaver, opened. . . . Ozark, Hardy, Ark., is now being operated by Dick R. Wilcoxon. . . . In Arkansas, the following are dark: Malvern Drive-In, Malvern, operated by Rowley United Theatres; Skyvue Drive-In, Arkadelphia; Skylark Drive-In, Pocahontas; White River, Batesville; Ozark, Harrison; Dixie, Searcy; and 64 Drive-In, Russellville. . . . U-Ark Theatre, located in

## NEW HAVEN-HARTFORD

Attorney Steven E. Perakos, general counsel of Perakos Theatre Associates, independent New Britain circuit, has been elected chairman of the board of governors, Elpis Chapter of New Britain, Order of AHEPA, Greek-American cultural fraternity. . . . The Mansfield Drive-In has closed for the winter. . . . The Perakos Palace, New Britain, screened no less than four American-International action reissues on the same program. . . . Sperie P. Perakos, vice-president and general manager of Perakos Theatre Associates, com-

pleted a swing through northern Connecticut situations. . . . Stanley Warner is now including nearby town theatres in daily New Haven newspaper advertising for the Roger Sherman, New Haven, and Cinemart, Hamden, the participants including the Capitol, Ansonia, and the Merritt, Bridgeport. . . . The Bailey Whalley, New Haven, has a new tie-up with the adjacent Food Fair supermarket for free patron parking. . . . A new screen has been installed at the Bailey Westville, New Haven. . . . Use of the phrase, "associate feature," in place of the conventionally-accepted words, "companion" or "co-feature," in newspaper advertising, has met with a fine public response, reports Ernie Grecula, general manager of Connecticut Cinema, Inc., operators of the first-run Art Cinema, Hartford. "This approach," Grecula remarked, "lends a greater dignity to the second attraction." . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, independent Connecticut circuit, has named R. W. Griffeth, industry newcomer, as manager of the Palace, New Britain, circuit flagship. The theatre was formerly supervised by Sperie's younger brother, Peter G., Jr., circuit office manager. . . . Connecticut Drive-In Theatres Association will meet in January at Racebrook Country Club, Orange, to discuss all aspects of state exhibition's problems. . . . The one-time Stanley Warner Gem, Willimantic, is being converted to a pool facility for the city's YMCA. . . . Jerome spectator, formerly chief of staff at the Whalley, New Haven, has been named house manager of the Bailey-Ferguson Strand, Hamden.

## NEW ORLEANS

The local Fox reopened Christmas Day after refurbishing, including new carpeting. . . . Kevin Casey was selected as New Orleans' own "Mary Poppins" in connection with the Variety Club of New Orleans Tent 45 charities premiere of the film at the Martin Cinerama. . . . Film Exchange Employees Union—Locals F57 and B57 received a wage increase and nine yearly holidays in pacts recently signed. . . . Frank Patterson relighted the Mansfield, Mansfield, La., after it was closed 10 days for face-lifting. . . . Percy

Duplissey recently closed the El Rancho Drive-In, DeRidder, La., for the season. . . . MGM exchange was in second place in the current company sales drive. . . . The local WOMPI held their annual Christmas festivities at the Monteleone Hotel banquet room. . . . W. D. Conrad shuttered the Dixie, Loreauville, for an indefinite period. . . . Ed Langhettee, former Transway staffer, now retired, is recuperating at home after a return from the hospital and protracted illness. . . . Courtesy of L. C. Montgomery, Sr. and Jr., Joy Theatre, local families whose heads are in the armed service overseas, were able to talk to their loved ones by overseas telephone on Christmas Day in a stunt timed with the opening of Universal's "Father Goose."

## PHILADELPHIA

David Rubin, manager, Studio, was in Misericordia Hospital with a heart attack. . . . David Milgram, Milgram Theatres and Theatre Owners of Pennsylvania head, was installed as Variety Club Tent 13 Chief Barker at the Tent's annual banquet at the Bellvue Stratford Hotel, which was attended by International Chief Barker James Carreras, from London, England. . . . Carl Munzer, owner, Hollywood Printing and Mailing Service, 1313 Vine Street, underwent an emergency amputation of his left leg at Hahnemann Hospital after he was the victim of a hit-and-run motorist, who hit him while he was putting some things in his car in front of his place of business. Munzer was reported in serious condition.

## SAN ANTONIO

J. L. Lewis, county chief juvenile probation officer, spoke on "The Effect of Motion Pictures and Television in the Juvenile Mind and its Relationship to Crime" at a meeting of the San Antonio Motion Picture Advisory and Reviewing Board. The board consists of representatives of 22 of the major religious, civic, and youth groups in the city. . . . Robert Taylor, star, and William Castle, producer-director, visited here in behalf of the new Universal release, "Night Walker." . . . The Fredericksburg Road, Trail, and Towne Twin D-I's held gala New Year's Eve midnight shows, with adults only at \$1 per person. . . . Alvin Krueger, manager, suburban Laurel, operated by Cinema Arts, has booked Walt Disney's "Mary Poppins" for opening an Jan. 14. . . . The city's modern expressway system, which is growing, is making the suburban theatres in the outlying sections of the city easily accessible from any part of the city.

## SEATTLE

In a pre-Christmas release to the trade, Fredric A. Danz, president of Sterling Theatres, announced that the chain's new luxury theatre, The Town, was joined by four other leading downtown theatres as additional members of the Sterling group: The Blue Mouse, Orpheum, Music Hall, and Music Box. The Edris Corporation, formerly John Hamrick Theatres, will continue to operate the Music Box, however, until after the present run of "My Fair Lady." In reporting the lease arrangements, Danz said: "This purchase is evidence of the confidence of our company in the future of the downtown district as the principal business community in the greater Seattle area. It also indicates our recognition of the continued upswing in the quality of motion pictures, and our belief in the recreation field as a vital, growing industry." . . . Carl Handsaker, 20th-Fox branch manager, attended a division meeting of home office executives in the Los Angeles studio.

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## In This Issue:

Evergreen Theatres I & II  
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Poorly Popped Popcorn?  
*See Page PE-6*

NAC Aims New Drive  
*See Page PE-7*

Reseating Atlanta's Fox  
*See Page PE-9*

# PHYSICAL THEATRE

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# EXTRA PROFITS



COVER PHOTO • Artist's rendering of new Cinema 70 Theatre, under construction in Colorado Springs by Westland Theatres, shows unique circular service area. See Page PE-10.

Volume 20

Number 1

January 13, 1965

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*



# Perhaps one reason why drive-in theatre attendance isn't better, is the fact that home TV screens have brighter pictures than drive-ins!

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With attractions such as "Lawrence of Arabia" in general release to drive-ins in 70mm, and with producers now using new methods of "printing-up" from 35mm to 70mm... the future of outdoor projection is literally much brighter. And don't forget, today's advanced Norelco model AII Universal 70/35 projector is not only the world's finest 70mm projector—but in less than 4 minutes it converts to the most modern, rugged and trouble-free 35mm mechanism.

For today and tomorrow, Norelco 70/35 is your wisest investment.

The 1962 Academy of Motion Picture Arts and Sciences presented this award for outstanding achievement to the North American Philips Company for the design and engineering of the Norelco Universal 70/35mm motion picture projector.

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## Editorial

### Cinema—A snooty word?

NAMES, LIKE MOST OTHER THINGS, are subject to vogue. Once, the fashionable pick of names for a theatre included Bijou, Palace, and Ritz, while today, we seem to find a sophisticated ring in cinema.

If there are secret title departments in the home offices of the circuits, they have apparently decided that one part geographical designation such as North, plus some other pleasant sounding noun such as hill, brook, land, stream, etc., followed by cinema is the best possible name for a new theatre. We can't say we're really upset by the rash of new cinemas christened each month, though it gets more difficult to determine which cinema someone wants to single out.

The word cinema, it will be remembered, once referred to a motion picture. Cinemas was definitely out as a plural, with "the cinema" preferred when speaking of motion pictures collectively. In addition, the word is unmistakably British, having been imported popularly in the past decade or so.

In all fairness, you will admit the word is a rather austere one, connotative of the atmosphere linked to certain other words like museum. We suspect that our great preoccupation with sophistication will be cause enough to further popularize cinemas in this country. All of this might sound like so much semantic nonsense, and it would be, save for another semantic argument that has yet to be settled over the word "art". As applied to motion pictures and the theatres that show them, an "art" film could, and has, referred to no less than nudies, product of strictly foreign origin, films with subtitles, something that the booker didn't understand, or a picture in black and white that has no star value, is not named after a best-seller, is made on a small budget, yet does well at the boxoffice.

Art, after all, remains the application of skill and taste to the production of an artifact, according to both Webster and aesthetic principles. We speak of "art pictures" with ease, while most of us would squirm at a usage like "art painting" or "art play". The fact is that all films represent an attempt at art of some sort or another. The courts and legislatures have had to face up to the idea that cinema is a serious art form and deserving of the protection granted speech, the printed word, and the illustrative arts. Certainly movies are closest to the live stage, which has traditionally enjoyed almost total freedom from outside censorship.

All that we are suggesting, of course, is that the industry may be the last one to see itself in the light of legitimacy. The handwriting on the wall, however, is as plain and forceful as the roar of public disapproval over the handful of films this year which, more than others, have violated canons of good taste.

Most legitimate theatres identify themselves as such in their names. Now that movies are thought of as cinema, in many ways a far more serious notion, we can, by our own choice, look for the rewards and pains of a sophistication we are cultivating with all deliberation. Like the boy forced to grow up by the pressures of life, we can, however, look back at the Bijous and Ritzes of youth and wonder where we have come.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

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*Bold exterior treatment of Evergreen Twins is only one way in which the theatre is distinguished. Its interior matches the design outside in both looks and solid comfort.*



## Evergreen Theatres I & II

■ THE EVERGREEN THEATRES No. 1 and No. 2 in the Evergreen Plaza Shopping Center are considered by many to be the most important new motion picture operation in the country.

This exciting new theatre concept may have solved a major problem which continues to face exhibitors in congested city

locations across the nation: providing modern, luxurious, profit-making motion picture theatres in space where there is none to be had!

Evergreen Plaza, is one of Chicago's oldest, largest and busiest shopping centers in one of the city's most populated metropolitan sections — Beverly Woods and

Evergreen Park. This major shopping complex records a yearly sales volume estimated at over 50 million dollars with tremendous foot and vehicular traffic. City building regulations preclude additional land purchase, but in no way minimize the need or the natural market for a major entertainment facility.

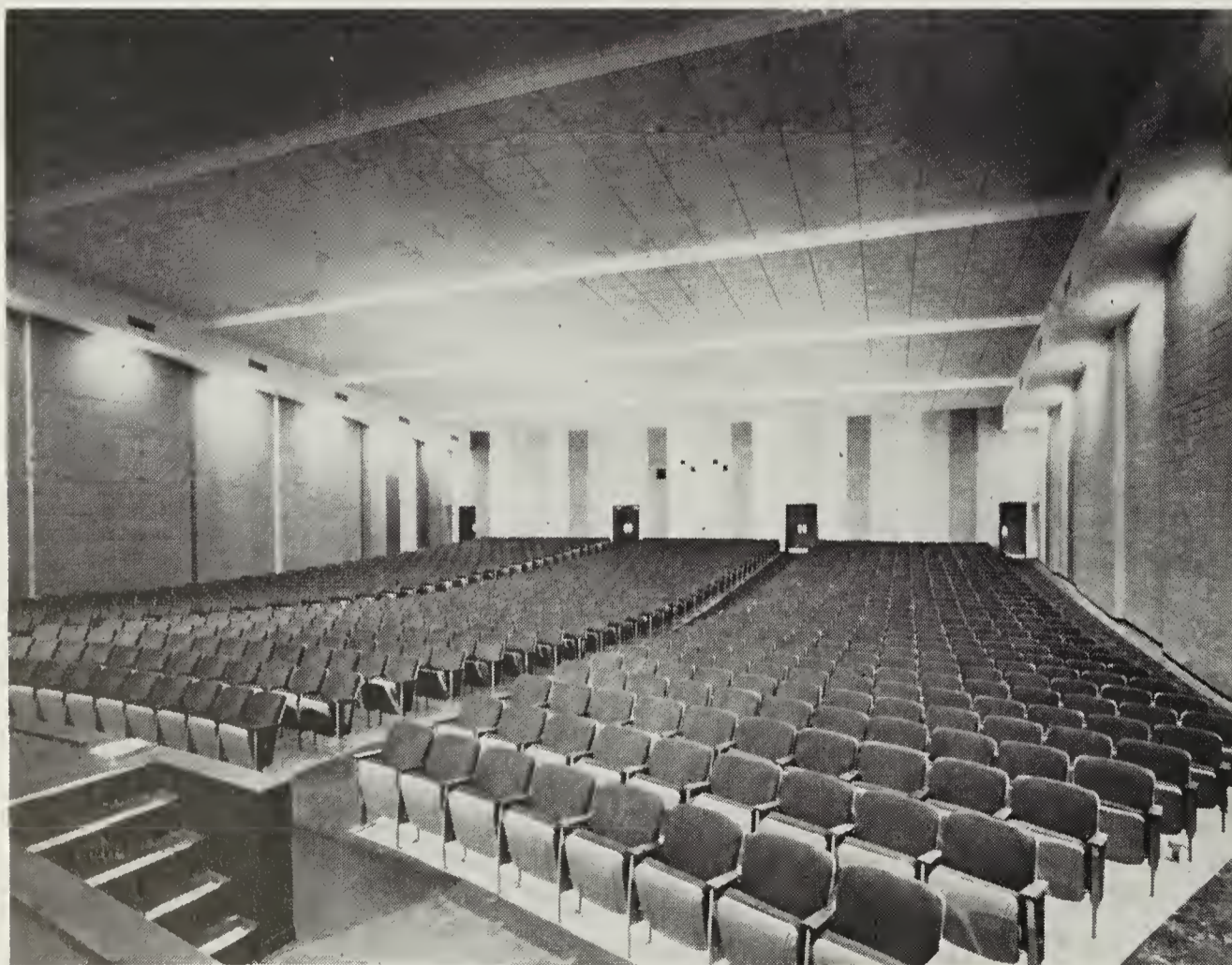
The developers and operators of the Evergreen Plaza Center, Arthur Rubloff & Company of Chicago, recognized this need.

Rubloff's problem was solved by theatre owners Raymond J. Marks and Martin G. Rosenfield, co-owners of M & R Amusement Companies. Their answer? Look to the sky! And, early in 1963, Rubloff successfully negotiated "air-rights" for a motion picture theatre—the first of its kind in the country.

The architectural firm of Sidney H. Morris and Associates, consulting with the building firm of S. N. Robbins Company, added to the uniqueness of the 'theatre in the sky' idea.

Morris presented an ultra-modern design and M & R proposed that the Evergreen Plaza theatres encompass not one, but two independent auditoriums joined by a common lobby.

The Twin was constructed by the S. N. Robbins Company. It rises 57 feet from the ground on an elevated platform of reinforced concrete supported by a steel framework. Its exterior combines white brick, trimmed with stained wood, and is bathed in soft-glow light to emphasize the free-form shape of the structure. It pro-



*View of the auditorium in Theatre 1 facing booth shows deluxe Heywood-Wakefield chairs used throughout. Seats (1,360 in one auditorium and 1,000 in the second) are wider than usual and offer ample back to back spacing for easy patron movement.*





*Tropical plants on the terrace portion of the lobby in the foreground overlook the main entrance area and cashier counters, located inside the unique "on stilts" theatre.*

vides 47,750 square feet of space. The structure offers two full size theatres with a seating capacity of 2,360 handled by a double box-office set-up in a single lobby.

Both auditoriums, free of columns, are enclosed in brick wall panels and afford clear, uninterrupted height to the top of each theatre. A unique double-curve seating pattern (from both front and rear toward the central lobby) give audiences an unsurpassed view of the screens.

Seats for 1,360 in one theatre and 1,000 in the other are wider than usual and feature increased back-to-back spacing for greater comfort. All materials for floors, ceilings and walls were selected for maximum acoustical performance.

Traffic flow to both theatres is ideal; the theatre's "air-born" concept served not only to elevate it to the same level as the adjacent shopping center buildings and its parking deck, but allows parking directly beneath the theatre itself—fully protected parking for 1700 automobiles. A special indoor ramp from the parking

*(Continued on Page PE-8)*



*View shows West elevation and front of the theatre, facing the upper level of the parking lot, where more than 1,700 cars can be accommodated.*



*Theatre No. 2 at the Northern end of the building, with deluxe anti-static screen and open drapes, shows large capacity of "smaller" auditorium.*

# PHYSICAL THEATRE

Vol. 20, No. 1 January 13, 1965



## Poorly Popped Popcorn— High Profit Potential Can Be Offset By Poor Supervision Of Preparation And Maintenance

■ The potential of popcorn as an outstanding, if not the highest profit item for the movie theatre is well known to the trade. Despite this, profit building beyond the efforts of vested interests in the popcorn industry is paid little attention by many theatremen-concessionaires.

This is borne up by the reports of concessions men who have gone into the field and found far too many situations where popcorn of decidedly inferior quality was being served customers.

Regardless of the amounts spent on publicity, public relations, and advertising by large companies, sales stimulation at the retail level is a must in any type of selling. With concessions items prepared by the theatres on the spot, the first and most important merchandising effort is insuring rigid control of raw materials and preparation is maintained.

Considering the fact that most of the patrons in any audience have visited the theatre at least once before, ours is a business which should cater to encouraging as many repeat customers as possible. With food items, once a person has purchased a bad hot dog or bag of popcorn, chances are pretty good that he is lost as a future customer. Popcorn of poor quality, or incorrectly seasoned corn, or popcorn served with rancid butter will also create situations where one patron will discourage those attending the show with him from buying the item.

With the grades of raw corn on the market today, it is impossible to cut corners on popping oil and seasoning, one of the cardinal reasons for a bad batch. For best results it is suggested that batch preparation using a weight ratio of two parts raw corn to one part popping oil be followed. Once you have established the best popping procedure for your particular equipment, see to it that it is

followed faithfully.

Salting the corn often requires experimentation, but once you have established the best possible ratio of salt to corn, be sure your attendants stick to the same amount each batch. Carelessness in spillage or adding too much oil will both work towards an inferior finished product.

With buttered popcorn, it is imperative that close watch over equipment be continued, especially if you are using creamery butter as opposed to butter oil. The water and solids in butter require agitation so they will be kept suspended in the butterfat. Using a dispenser with an agitator is suggested, following a nightly cleaning routine to prevent the dispenser head from clogging with solids and to control rancidity. Also, straining the butter will remove congealed solids and thus help prevent rancid butter. The temperature range for creamery butter is somewhere between 130 and 140 degrees Fahrenheit. Overheating will burn and discolor the butterfat.

A new product that eliminates some of the problems with creamery butter turning rancid in the dispenser is a new butter oil made up of pure butterfat. This product does not contain solids or water and requires no refrigeration. Agitation is also unnecessary and the oil may be left overnight, with a semi-weekly or weekly cleaning adequate.

If you handle buttered corn, which incidentally adds quite a bit to your net profits while tacking little on to food costs, you should use the special butter cups with printed message on the side. Both buttered and regular popcorn sales have been helped in theatres simply by switching to this type of container.

A conscientious merchandising effort on the part of the theatremen can be sure to stimulate sales considerably. In addition,

there are continual efforts on the part of the industry to encourage consumption of this high-profit item.

One such organization has just been created in Cincinnati by 15 representatives of nationally-known companies affiliated with the refreshment-concession industry. Called the National Popcorn Foundation, its aim is to promote on all levels commercially popped corn.

Russell Adams, of Cincinnati, the organization's secretary-treasurer, in a recent announcement, clearly defined the functions of the foundation. "First and foremost, we want to educate and inform the general public and special-interest groups of the advantages of consuming and selling freshly-popped, ready-to-eat popcorn," he pointed out.

"We intend to engage in scientific and market research and development, publicity, public relations and advertising in order to promote professionally-popped popcorn. We want to increase the availability, distribution and consumption of freshly-popped corn."

Adams stated that the National Popcorn Foundation will constantly strive to improve methods, standards and processes by which popcorn is produced, sold and distributed. He noted: "Not enough Americans are fully aware of the tremendous nutritious benefits that exist in this most-popular refreshment food."

The Foundation will also take an active interest in the improvement of manufactured equipment for producing better freshly-popped popcorn.

Membership of the foundation will consist of manufacturers of popcorn equipment, supplies and related food items; suppliers of raw corn; distributors of processed popcorn, equipment and supplies; and publishers of periodicals regularly reporting news of the refreshment-concession industry.



# NAC Membership Drive Aimed At U.S. Food Service Industry

CHICAGO—Two major committees of the National Association of Concessionaires are currently working on an intensive membership recruitment campaign which will blanket the entire country and reach into all segments of the concession-food service industries, it was announced by NAC president Edward S. Redstone, Northeast Drive-In Theatre Corporation, Boston.

The NAC membership committee, which is headed by Augie J. Schmitt, Houston Popcorn & Supply Company, Houston, Texas, NAC board chairman, and is composed of the eight NAC regional vice-presidents, is now in the process of selecting regional membership recruitment teams from their respective areas.

There will be six NAC members on each regional team, representing concessionaires in diverse fields of the amusement-recreation industry, as well as manufacturers of equipment and suppliers to the concessions trade.

The NAC regional vice-presidents, who will direct the efforts of the regional membership teams are: Irving Shapiro, Concessions Enterprises, Boston; Charles V. Lipps, Curtiss Candy, Chicago; Chas. E. Darden, Chas. E. Darden Co., Richardson, Texas; Charles L. Sweeney, Odeon Theatres Ltd., Toronto; C. S. Baker, Roller Drome, Nashville; Beverly Miller, Miller Theatres, Kansas City; Virgil Odell, Odell Concessions, Caldwell, Idaho and Andrew S. Berwick, Jr., Wright Popcorn &

Nut Co., San Francisco.

In addition, the NAC Liaison Committee to the Candy, Tobacco and Related Industries, headed by NAC eastern regional vice-president Irving Shapiro of Concessions Enterprises, Boston, will concentrate heavily on these segments. Assisting Shapiro are: co-chairmen: Loyal Height, W. S. Butterfield Theatres; Julian Lefkowitz, L & L Concessions; and Melville B. Rapp, Vendo Co. Committee members are Abe Bloom, Knute Boyle, Nat Buchman, Harold F. Chesler, Lee Koken, Jack O'Brien, Spiro J. Papas, Eugene Pleshette, Leonard Pollack, Kendall Way, Stanley Werthman, John W. Wilson, and Jack Yellin.

The current membership drive was instituted by the NAC Board during its recent convention in Chicago and is in line with the association's membership diversification program to include the many industries which participate in food service.

It is estimated that several thousand prospects will be personally contacted during the campaign and made aware of NAC's vital program and activities.

Growing interest is also reported in the 1965 Motion Picture and Concessions Industries Trade Show being held in Los Angeles, October 27-30, according to Bert Nathan, NAC exhibit chairman.

Even before the official trade show brochure has been issued, Nathan reported that

advance reservations of forty-seven booths have already been made by the following companies, which represent more than a third of the available exhibit space.

American Seating Co., Grand Rapids, Michigan; Bally Case and Cooler, Inc., Bally, Pennsylvania; Certified Laboratories, Fort Worth, Texas; The Coca-Cola Co., Atlanta, Georgia; Cretors & Co., Nashville, Tennessee; Crush International, Inc., Evanston, Illinois; Dr. Pepper Co., Dallas, Texas; Gold Medal Products Co., Cincinnati, Ohio; Griggs Equipment, Inc., Belton, Texas; Jet Spray Corp., Waltham, Massachusetts; Mason Candies, Inc., Mineola, Long Island, New York; Miracle Equipment Co., Grinnell, Iowa; Newman & Weissman Associates, Brooklyn, New York; The Pepsi-Cola Co., New York City; The Pillsbury Co., Minneapolis; Prevost Acceptance Corp., Houston, Texas; Romar Vide Co., Chetek, Wisconsin.

Also Royal Crown Cola Co., Columbus, Georgia; Selmix Dispensers, Long Island City, New York; Star Mfg. Co., St. Louis, Missouri; Star Metal-Glenco Refrigeration Corp., Philadelphia; Sweetheart Cup Div., Maryland Cup Corp., Owings Mills, Maryland; Union Carbide Corp., Carbon Products Div., New York City, and The Vendo Company, Kansas City, Missouri.

Louis L. Abramson, executive director, NAC, recently returned from Los Angeles where he inspected the Ambassador's convention and trade show facilities and conferred with officials of the hotel to set up preliminary arrangements for his organization's convention. The trade show, co-sponsored by the Theatre Owners of America, will run concurrently with the conventions of both organizations.

## Comfort-Engineered THEATRE SEATING

*Luxurious comfort and pleasing appearance are combined in these new 1000 Series Heywood-Wakefield theatre chairs.*

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• This new, fresh look in theatre styling is achieved by aisle end standards of unique, flexible design. Each has a panel into which inserts of varied materials and colors may be placed. Panels may be of fabric, wood, ceramic, plastic, metal... any material, any color—may vary from row to row—may blend or contrast with theatre decor.

Maximum Heywood-Wakefield comfort is assured by coil spring seats and padded or coil spring backs. May be floor or riser mounted. For other options and full details, consult Sweet's Catalog (Section 36d/He) or write for color portfolio.



Menominee, Michigan



## Evergreen Theatres •

(Continued from Page PE-5)

areas, plus a beautifully landscaped open-view circular staircase, give patrons "weather-free" access to the main lobby.

To this imaginative architectural scheme, M & R principals added the most advanced projection facilities. Each of the two projection booths have equipment of the highest quality and most advanced design. The Century projectors and Ashcraft arc lamps are water-cooled. Extremely fast F-17X lenses by the Kollmorgen Optical Corporation and anamorphics attachments by Bausch & Lomb Company, guarantee the finest visual projection available.

It was important to have the theatres open and operating as early in the summer of 1964 as possible. Both the architect, Sidney Morris, and the head of the construction company, Sidney Robbins, had worked with M & R on previous construction projects and the same team was called in to make sure that the new theatres would be ready on time.

On December 26th of 1963, with all plans approved, construction began with



*Luxurious simplicity is keynote to decor of the lobby immediately adjacent to the auditoriums. Acoustically designed to minimize lobby noises in the viewing areas, layout also creates best traffic pattern.*

a target date of July 15, 1964. Using the advanced CPM (Critical Path Method) of scheduling, the theatres were opened on June 23rd . . . less than 180 calendar days from the start of construction. Although plans were ready prior to the December 26th date, it was necessary to wait until the day after Christmas in order to prevent use of valuable parking space by any construction equipment or barricades.

Results to-date are trend-setting. With both theatres going "full tilt," each house

can simultaneously program major long-run features at much shorter intervals or one house can offer a major long-run feature while the other presents standard films. By taking full advantage of this type of flexible programming, the Evergreen Theatres 1 and 2 have been able to show to an unprecedented number of customers. Its existence in the shopping center has materially helped other business, according to the circuit.

The successful planning in both concept, construction, and operation was no accident. Both Rosenfield and Marks have an enviable record of successful theatre operations to back-up their experience. The Old Orchard theatre, built for the operators by the same S. N. Robbins construction firm in 1960, was the first new indoor motion picture theatre built in the Chicago area in more than 10 years. It was also the first theatre built in connection with a major shopping area in the greater metropolitan Chicago area. The Old Orchard theatre, still operating at an exceptionally successful pace, is located just south of the famous Old Orchard Shopping Center.

In addition to this indoor theatre, M & R operates the Sunset Drive-In, in the Skokie suburb of Chicago; the Sky-Hi Drive-In on Butterfield Road in the Oak Brook suburb of Chicago; and the Dundale Drive-In in Dundee, Illinois. Also part of the M & R operation are two twin type Drive-Ins—the Double Drive-In on Columbus Highway and the Bel-Air Drive-In on south Cicero Avenue both in Chicago. The latter are two of the largest Drive-In theatres in the Chicago area and among the largest in the nation.

Screens and drapery for the Evergreen Twin Theatres, furnished by the Peter Albrecht Company, include the very newest XR-171 static free screens made by the TechniKote Screen Corporation. Speakers in both auditoriums are by Altec & Lansing and all sound equipment is transistorized. The cashiers equipment include 4 "automatiket" registers by the General Register Company.

Seating is by Heywood-Wakefield Company, carpeting by the Mohawk Carpet Company and all booth equipment was arranged by the Abbott Theatre Equipment Company of Chicago.

In addition to the indoor theatres and the five Drive-In theatres the principals also own and operate two deluxe bowling and billiard establishments on the extreme north side of Chicago as well as an active new shopping center on the south side of this city.

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## Reseating Atlanta's Fox A King-Sized Project

ATLANTA—A \$100,000 project, the installation of 2,088 luxurious seats in the downstairs section, has been completed at the spacious Fox Theatre.

In the process of the gigantic job, the Fox lost 528 seats as the new chairs were spaced 42 inches from front to back; widest spacing of any theatre in the city. Even so, the Fox, with its capacity of 3,934 remains the largest motion picture theatre in the South and the second largest in the nation.

Installation of the new seats called "Loge Lounger," required the pouring of a complete new concrete slab under them, the entire length and breadth of the house.

This was done by the contractor, Wilkin Theatre Supply Co., without the loss of a single performance by the theatre.

Manufactured by the Heywood-Wakefield Seating Co., the new chairs are covered in loop-pile nylon with deep-spring backs and cushions and foam rubber upholstered arms assuring maximum comfort to the seats patrons. They are a red-orange in color.

Housekeeping at the Fox is a never-ending job, and it keeps 14 cleaners busy every day. The corps of employees varies between 55 and 70, including 12 ushers, according to seasonal requirements.

Less than a year ago, a new marquee was installed at the Fox and the entire interior was tidied up, including a thorough going over by a crew of painters.

Everything about the Fox is king-sized, according to Noble Arnold, Wilby-Kinney's city manager, whose offices are located in the theatre building.

"Our screen, for instance, is 74 ft. wide and 26 ft. high, and I am sure it is the largest conventional indoor curved screen in the country.

## SMPTE Spring Meet

NEW YORK—Arrangements for the comprehensive springtime Technical Conference of the Society of Motion Picture and Television Engineers are under way in Los Angeles under arrangements chairman Jack P. Hall, Technical Director, General Film Laboratories, Hollywood.

Assisting Hall in coordinating the various committees handling conference arrangements is John P. Kiel, President, Photo-Sonics, Inc., Glendale, Calif.

Planning this conference, the SMPTE's 97th semiannual meeting, was begun by SMPTE conference vice-president Geo W. Colburn, Geo W. Colburn Laboratory, Inc., Chicago. Succeeding in 1965 to the office responsible for long-range planning of conference is Kenneth M. Mason, general manager for Eastman Kodak's Motion Picture Products Division, Chicago.

Equipment exhibits have been organized and reservations for booths will be handled by Warren Strang, Hollywood Film Co., 956 N. Seward St., Hollywood, Calif. 90038.

The Ambassador Hotel has been revamping its facilities since SMPTE's last large and successful Conference there a year ago so that an exhibit area for more than 80 booths and other enhanced facilities will be available this spring.

The papers program is emerging from early months of work by program chairman, Dr. Richard J. Goldberg, Research & Development Div., Technicolor Corp., 2800 West Olive Ave., Burbank, Calif. 91505.

## Coca-Cola President Gets Poor Richard Award

PHILADELPHIA—J. Paul Austin, president of The Coca-Cola Company, has been selected by Philadelphia's Poor Richard Club as the 1965 recipient of its Gold Medal of Achievement, announced Albert Y. Lightcap, Poor Richard president, here.



AUSTIN

The Medal will be presented at the conclusion of the Club's annual Franklin Day observances in Philadelphia. The day-long ceremonies, beginning with the laying of a wreath on Benjamin Franklin's grave in Christ Church Burial Ground, and ending with the traditional Birthday Dinner at the Bellevue Stratford Hotel, will mark

the fifty-ninth observance of Franklin's birthday by Poor Richard, America's oldest advertising club.

The ceremonies are being held on a Saturday since Franklin's birthday, January 17, falls on a Sunday.

In announcing the award, Lightcap praised the exemplary business leadership that Austin has exercised in strengthening his firm's position in domestic and world markets.

Born in LaGrange, Ga. in 1915, Austin was educated at Culver Military Academy, Culver, Indiana; Harvard University, from which he was graduated in 1937 with a liberal arts

degree; and Harvard Law School, from which he was graduated in 1940. Upon graduation from Harvard, he entered private law practice in New York City.

During World War II, from 1942 to 1945, he served in the U. S. Navy with a Motor Torpedo Squadron in the Pacific, rose to the rank of Lt. Commander, and was decorated with the Legion of Merit. After the war, he resumed his work with the New York law firm, practicing corporate law until he joined Coca-Cola.

He is the thirty-first winner of the Gold Medal since Walt Disney accepted the first award in 1934. Among the prominent men and women in national affairs, business and entertainment who have received previous medals for outstanding achievement in their fields are General Dwight D. Eisenhower (1948), General Douglas MacArthur (1952), then vice-president Richard M. Nixon (1956), Henry Ford II (1954), Charles E. Wilson (1951), Clare Booth Luce (1955), Bob Hope (1945) and Richard Rodgers and Oscar Hammerstein (joint awards, 1960).

Last year's recipient was Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc.

Austin, the tenth man to be elected president of Coca-Cola, rose to the top post of the worldwide organization in less than thirteen years. He was 47 when he stepped up from executive vice president to president in May, 1962.

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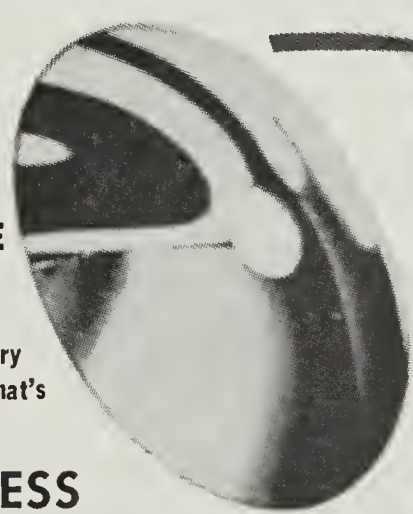
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# Westland Begins Colo. Showcase

**C**ONSTRUCTION has started on a new dramatic half million dollar theatre in Colorado Springs, Colo., it was announced by L. A. Starsmore, president, Westland Theatres, Inc.

Named the Cinema 70, the new showplace will be located on Chelton Road just south of Highway 24. An early summer opening is scheduled.

The new Cinema 70 Theatre will incorporate 24 advanced techniques not found in the conventional motion picture theatre.

The auditorium is a molded form and is designed to provide the ultimate in sight,

The boxoffice, lobby, confection and lounge will be located in a unique circular building establishing a setting of glamour and sophistication. It is connected to the main structure by a glass enclosed corridor eliminating the possibility of distraction to the theatre audience. A covered walk through the elegant landscaped grounds will protect the arriving patron in inclement weather.

The theatre, designed by Lusk & Wallace, Architects, is the latest example of a rich heritage of sixty years of theatre design. The late Robert Boller of Kansas City began a nationally prominent career of theatre architecture in 1904.

Dietz Lusk, Jr. joined Boller in 1947 as a partner in the firm of Boller and Lusk, with a practice devoted to the design of theatres. In 1955, Lusk joined John J. Wallace, Jr. in forming the partnership of Lusk and Wallace in Colorado Springs. Although their practice now covers the entire construction industry, they still maintain an active participation in the development of new techniques for the theatre industry.

Assisting Lusk and Wallace on this unusual structure are Howard C. Dutzi, structural engineer, C. Kenneth Kolstead, electrical engineer and Walter S. Langebartel, mechanical engineer, all of Colorado Springs and T. G. Morrissey, acoustical engineer of Denver.

B. H. Baker, Inc. of Colorado Springs are the general contractors for the project. Site work has been started by the Pinello Construction Co. and sub-contracts for mechanical and electrical work have been awarded to Olson Plumbing and Heating Co., Inc. and Whitney Electric Company.

Westland operates theatres in Colorado Springs, Pueblo, and Grand Junction, Colorado. Colorado Springs is the home office.



Cinema 70, Colorado Springs

sound and comfort. All of the current projection systems as well as those in the experimental stages can be accommodated by the unusual projection booth and versatile screen area.

Each of the 850 large, deep cushioned lounge chairs will be located to provide an unobstructed view of the 56 ft. wide by 25 ft. high screen, which is set in a panorama of brilliant draperies. The deep pile carpeting and outstanding decor designed by Teichert II Studios of Chicago, Illinois, will add to the air of luxury.

## Reade Opens Second Colonial Type Theatre

EATONTOWN, N. J.—Walter Reade-Sterling, Inc., operating more than fifty hard tops and drive-ins in New Jersey, New York and Long Island recently opened their latest new theatre here.

Their new Community Theatre seats slightly less than 900 and is a near duplicate in design and construction of the new Community Theatre, opened in the Barclay Farms section of Cherry Hill, N. J. last fall.

The new Eatontown Theatre is almost identically equipped as the Cherry Hill Theatre, which marks the fourth Walter Reade-Sterling theatre to be equipped with Ashcraft

Core-Lite arc lamps and twelve phase selenium rectifiers within the past year.

Other Reade theatres making Core-Lite installations were the Strand in Plainfield, N. J. and the Coronet, New York City.

Sam Coisimo, chief of projection and maintenance for all Walter Reade-Sterling Theatres said following the Eatontown opening, "The projected pictures on the screen should be reproduced with the same lighting characteristics as when it was photographed. Modern photography demands modern projection arc lamps if perfect screen lighting is to be realized."



# Symbols of

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## R. C. President Predicts Another Big Drink Year

COLUMBUS, GA.—Another record breaking year in sales for the nation's soft drink industry, which in 1964 were estimated to be \$3,165,000,000, is predicted for 1965 by W. H. Glenn, president of Royal Crown Cola Co.

Anticipating greater employment opportunities in many fields and a continuing rise in family purchasing power, Glenn looks for no great change in the 1965 economic picture as compared with last year.

He said that soft drinks, because of price and usage, are now looked upon as household items—not luxuries. Therefore, even were the economic picture to falter, sales increases could be expected here. Contributing to this thinking is the continuing population explosion which has added millions more customers in this field, and that per capita consumption of soft drinks is expected to reach a record of 245-plus eight-ounce bottles in 1964, an increase of over 8 per cent from the 1963 industry record.

"We feel that the low-calorie field will again show the greatest sales increases," said Glenn, "without deterring sales of other products. For instance, when we introduced Diet-Rite Cola in 1962 some 'experts' predicted that sales of this low-calorie drink would be gained at the expense of Royal Crown Cola. The truth is that while Diet-Rite Cola—because of the continually increasing demand on the part of the public for low-calorie drinks—has become the undisputed leader in this category, Royal Crown Cola sales have also shown appreciable increases."

Although the year's earnings could not be determined at this time, it is expected that this will be another record year for the firm. For the nine months ended Sept. 30, Royal Crown reported a sales gain of 17 per cent and earnings in excess of \$2.6 million, after taxes, representing an increase of nearly 57 per cent of the same period in 1963.

## ABC Names New VP's

PHILADELPHIA — Five men have been named vice-presidents of divisions of ABC Consolidated Corporation (formerly ABC Vending). They are Elliot Cohen, and Benjamin Rosen, vice-presidents of the corporation's Confection Cabinet Division; Samuel M. Rubin, and Barney Silvergate, vice-presidents of ABC Confections Division; and Martin E. Winter, vice-president of ABC's Apex Beverage Division.

In making the announcement, Benjamin Sherman, chairman of the board of ABC, reported that recent corporate expansion and business gains had created the necessity for the new executive posts. Sherman said volume had jumped from \$102 million in 1963 to an estimated \$117 million in 1964. In the same period, major new contracts such as the RKO Motion Picture Theatres and increased in-flight feeding for most of the major airlines had imposed tremendous new executive loads.

Sherman pointed out that all promotions had come from within the ranks of the company. He said it is corporate policy to do this and that the company is training many more men to step into high positions when necessary. He pointed out that the five new vice-presidents have all been well known in the food and refreshment business during their years of service with ABC, which operates in forty-four states plus Canada.

## Video Sets Texas Showcase

OKLAHOMA CITY—Announcement was made by Video Theatres, Inc., from its headquarters here, of the building of a new ultra-modern showcase in Lubbock, Texas, with an opening date target placed for possible late spring of 1965.

It will be the first hardtop theatre to be constructed in the Texas metropolis since the opening of the Village theatre in 1955, according to spokesman Paul E. Cornwell, Video division supervisor.

The theatre, located in the new Winchester Square shopping center, will be the ninth in the Lubbock Theatre string, and will embody most of the modern developments in a setting of unusual and provocative design.

The yet unnamed theatre is being built in association with James Eby, who is developing the Winchester Square project, and who has a knowledge of theatre activities, having gained his first experience while working for Lubbock theatres some 10 to 12 years ago. The design of the new conventional house is primarily the work and ideas of Eby, who has devoted several years examining theatres across the country.

The theatre is to be circular in structure, and, as outlined by architects Whitaker and

Hall, will occupy the center portion of a group of specialty shops which will flank the major building on each side, forming somewhat of a V.

The round auditorium will provide maximum in viewing and hearing and the adaptability of all the screen exhibition processes today, with emphasis on 70mm and 35mm projection, Cornwell said.

The Winchester Square theatre will have a seating capacity of approximately 1,000 persons and will encompass about 12,000 square feet. The architectural designs of the interior of the theatre show a spacious and high-ceiling lobby with the ultimate in colorful, modern accouterments.

Cornwell pointed out the fact that the closing down of a number of Lubbock houses by his company during the past few years was carried out to make room for the concentration of the new project.

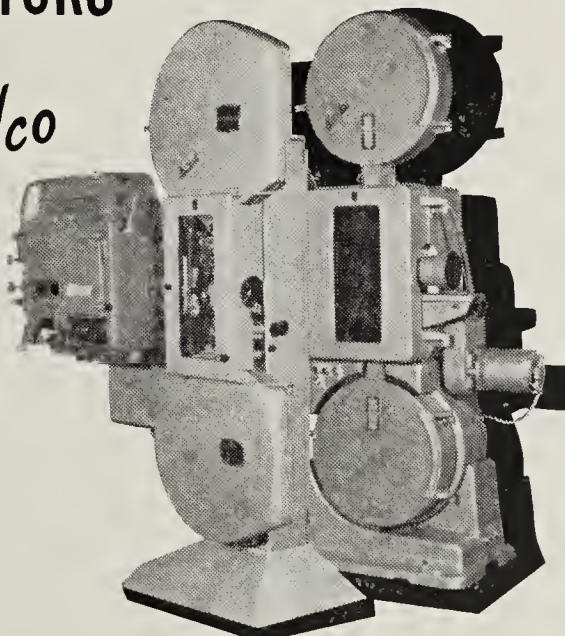
"It is felt the establishment of such a theatre," he said, "the equipment of which can be adapted to any of the new projection processes, will enable Lubbock, the South Plains and New Mexico area to have available to them the most important of the new motions picture releases projected in the most satisfactory manner."

## Fuqua To Lighting Services

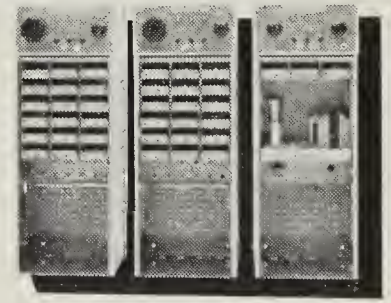
NEW YORK—V. C. Fuqua has joined the design staff of Lighting Services, Inc. here. A graduate of the University of Texas, Fuqua

also attended the Massachusetts Institute of Technology. He had previously worked as a free-lance theatrical lighting designer.

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## Carbons Names Coast Mgr.

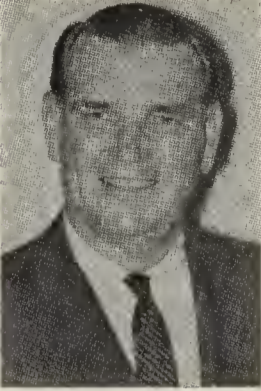
NEW YORK—In line with their program of expanding services, facilities and staff, Carbons, Inc., Boonton, N. J., announced the appointment of William B. Spooner as general manager, Carbons, Inc., Western Division.

"This is a progressive move," stated Frank Riffle, Carbons president, "and particularly a well deserved promotion for Bill, whose rich background, along with some twelve years with us in both sales and engineering capacities, has given him a coast-to-coast reputation. His highly specialized talents brings to the field of theatre lighting and projection exceptional skill and experience."

Spooner will be located in the Los Angeles area and will serve in both the carbons and XeTron divisions of Carbons, Inc.

## Toney To Martin Circuit

COLUMBUS, GA.—E. D. Martin and Roy Martin of Martin Theatres announced the addition of Bill Toney to the home office staff in Columbus, Georgia.



TONNEY

Toney, a graduate of Georgia Tech, will hold the position of technical director in charge of equipment and supplies for new, remodeled and existing conventional and drive-in theatres owned by the Martin organization.

He has over a quarter century of experience in the theatre equipment field, his most recent with National Theatre Supply Co. as manager of the Atlanta branch.

Toney was formerly manager of the Des Moines branch of National Theatre Supply and has been purchasing agent for the Tri-State Theatre Circuit of Des Moines and Wil-Kin Theatre Supply of Atlanta. He has also served as sales manager of International Seat Co.

## TEDA Meet Announced

LOS ANGELES—The Theatre Equipment Dealers Association, through L. M. Wutke, member of the board of directors and chairman of the convention arrangements committee, announced they will hold their annual convention at the Ramada Hotel in Phoenix, Arizona, March 14 through 17.

The Theatre Equipment Manufacturers Association (TESMA) has been invited to attend socially and take an active part in the workshop. This is a new activity on the part of TEDA, to establish closer relations between the dealer and the manufacturer and to enable the dealers to better serve their customers, the theatre owner and operator, in a technical way for the overall improvement of the presentation to the ultimate consumer, the public.

"Nationally known speakers will address luncheon meetings and we expect to have a nationally known theatre and entertainment arts architect as our principal speaker," said Wutke.

He added, "The TEDA membership has shown a very satisfactory growth in the past two years. The full committee—consisting of Spiros Kantos, a member of the board and of the J. P. Filbert Co., and Bob Tankersley of Western Service & Supply Co. in Denver, and secretary-treasurer of TEDA,—has scheduled a pre-convention meeting in Phoenix for finalizing all details. Merlin Lewis, secretary-treasurer of TESMA, has expressed the willingness of his organization for full cooperation."

## New Jet Spray Sales Post

WALTHAM, MASS. — Joseph A. Minto, Eastern sales and service manager, Jet Spray Corp., was recently appointed to the newly created position of field sales manager for the Waltham, Mass. beverage dispenser manufacturer, according to an announcement by J. Thomas Hartung, general sales manager.

## WANT FURTHER INFORMATION ON PRODUCTS

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ISSUE OF JANUARY 13, 1965

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# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107



JANUARY 13, 1965 SECTION TWO VOL. 72, NO. 24

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	
Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as	DS—Dyallscope	PC—Pathe Color	TE—Technirama
CN—Cinerama	EC—Eastman Color	PV—Panavision	TS—Techniscope
CS—CinemaScope	MC—MetroColor	RE—Reissue	VV—VistaVision
DC—Deluxe Color		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western
- 6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made
- 6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer
- 6406 NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
- 6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made
- 6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad
- 6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (4-22-64)—Interesting topical drama—(Filmed abroad)
- 6403 STRANGER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
- 6408 THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
- 6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
- 6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kleu Chlnh—5129 (2-5-64)—Well made programmer—Filmed abroad

### COMING

- ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
- LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
- RACING FEVER—(C)—Joe Morrison, Barbara Bigert
- TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
- TICKLE ME—Elvis Presley
- VALLEY OF THE WHITE WOLVES—(EC)—Adam West, Linda Saunders
- WHITE SAVAGE—(EC)—Janette Scott, Kelron Moore
- YOUNG DILLINGER—Nick Adams

## AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 406 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
- B15 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue
- B22 COMMANDO—MD-98m.—Stewart Granger, Dorlan Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
- A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- 412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
- 402 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Glanna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- 403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made
- 405 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- 401 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- 416 PAJAMA PARTY—CMU-83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd
- 407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry
- B23 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- 404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made
- 408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer

### TO BE REVIEWED

- ATRAGON—(C; S)—Japanese-made
- BEACH BLANKET BINGO—(PV; C)—Frankie Avalon, Annette Funicello
- CITY IN THE SEA—Vincent Price, Susan Hart, Tab Hunter—English-made
- CONQUERED CITY—David Niven, Ben Gazzara
- IT'S A WONDERFUL LIFE—(C; TR)—Cliff Richard
- LOST WORLD OF SINBAD—(C; S)—Toshiro Mifune
- NAVAJO RUN—Johnny Seven, Virginia Vincent
- OPERATION SNAFU—Sean Connery, Stanley Holloway
- TOMB OF LIGEIA—(S; C)—Vincent Price
- UNDER AGE—Anne MacAdams, Roland Royter

## BUENA VISTA DISTRIBUTED DURING THE PAST 12 MONTHS

- 160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
- 153 MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
- 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
- 156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- A.B.C. Murders, The . . . . . MGM
- Advance To The Rear . . . . . A2 MGM
- Adventures Of Scaramouche . . . . . Emb.
- Affair At The Villa Fiorita, The . . . . . WB
- Agony And The Ecstasy, The . . . . . Fox
- Americanization Of Emily, The . . . . . B MGM
- Amorous Adventure Of Moll Flanders . . . . . Par.
- Anatomy Of A Marriage . . . . . A4 For
- Apache Rifles . . . . . A1 Fox
- Ape Woman, The . . . . . A3 Emb.

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



- Aphrodite, Goddess Of Love ... A2 Emb.
- Archangels, The ... Emb.
- Arizona Raiders, The ... Col.
- Art Of Love ... U
- Atragon ... A-I
- Avenger, The ... For.

**B**

- Baby, The Rain Must Fall ... Col.
- Back Door To Hell ... Fox
- Barbarian's, The ... For.
- Bay Of Angels ... A3 For.
- Beach Blanket Bingo ... A1
- Bedtime Story ... A3 U
- Bear, The ... A1 Emb.
- Behold A Pale Horse ... A2 Col.
- Beauty And The Beast ... Misc.
- Bebo's Girl ... A3 Cont.
- Becket ... A3 Par.
- Bedford Incident, The ... Col.
- Best Man, The ... A4 UA
- Bikini Beach ... A3 A-I
- Billy Liar ... A3 Cont.
- Black Duke, The ... For.
- Black Like Me ... A4 Misc.
- Black Spurs ... Par.
- Black Sabbath ... B A1
- Blind Corner ... A3 U
- Block, The ... Misc.
- Blood Feast ... Misc.
- Blood On The Arrow ... A2 AA
- Blood On The Balcony ... For.
- Bomb In High Street ... For.
- Born Free ... Col.
- Boy Ten Feet Tall, A ... A1 Par.
- Brass Bottle, The ... A1 U
- Bridge On The River Kwai, The RE ... A1 Col.
- Bridge To Glory ... For.
- Buddha ... A3 Misc.
- Bullet For A Badman ... A2 U
- Bunny Yeager's Nude Las Vegas ... Misc.
- Bus Riley's Back In Town ... A3 U

**C**

- Caddy, The-Re ... A1 Par.
- Carpetbaggers, The ... B Par.
- Cartouche ... A3 Emb.
- Casanova '70 ... Emb.
- Castle Of Blood ... Misc.
- Cat Ballou ... Col.
- Chalk Garden, The ... A2 U
- Cheyenne Autumn ... A1 WB
- Children Of The Damned ... A2 MGM
- Cincinnati Kid, The ... MGM
- Circus World ... A1 Par.
- City In The Sea ... A1
- Clarence The Cross-Eyed Lion ... MGM
- Cleopatra ... B Fox
- Code 7, Victim 5 ... A3 Col.
- Collector, The ... Col.
- Commando ... A3 A-I
- Community Property ... WB
- Congo Vivo ... Col.
- Conquered City ... A-I
- Contempt ... C Emb.
- Cool World, The ... A4 Misc.
- Crack In The World ... Par.
- Crack Of The Whip ... WB
- Crawling Hand, The ... Misc.
- Crazy Desire ... B EMB
- Crimson Blade, The ... A1 Col.
- Curse Of The Living Corpse, The ... B Fox
- Curse of the Mummy's Tomb, The ... Col.

**D**

- Dark Purpose ... A2 U
- Day And The Hour, The ... A2 MGM
- Dead Ringo ... A3 WB
- Dear Bridgett ... Fox
- Dear Heart ... A3 WB
- Dementia (Filmgroup) ... B A-I
- Devil Doll, The ... For.
- Devil Ship Pirates ... A2 Col.
- Diary Of A Bachelor ... B A1
- Die, Die, My Darling ... Col.
- Dingaka ... Emb.
- Disorder ... For.
- Disorderly Orderly, The ... A1 Par.
- Distant Trumpet, A ... A2 WB
- Dream Maker, The ... A-I U
- Dr. Crippen ... A3 WB
- Dr. Terror's House Of Horrors ... Par.
- Doctor In Distress ... For.
- Dr. Strangelove ... A4 Col.
- Doctor Zhivago ... MGM
- Don't Tempt The Devil ... A3 For.
- Dragon Sky ... For.
- Duel Of Champions ... For.

**E**

- Earth Dies Screaming, The ... A1 Fox
- East Of Sudan ... A1 Col.
- El Greco ... Fox
- Emil And The Detectives ... A1 BV
- Empty Canvas, The ... C Emb.
- Ensign Pulver ... A2 WB
- Escape By Night ... A2 AA
- Escape From Hell Island ... Misc.
- Evil Of Frankenstein, The ... A2 U
- Evil Eye ... A2 A-I
- Eyes of Annie Jones ... A3 Fox

**F**

- Face Of War, The ... For.
- Fall Safe ... A2 Col.
- Fall Of The Roman Empire ... A1 Par.

- 158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue
- TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette
- THOSE CALLOWAYS—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing
- 154 TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

**TO BE REVIEWED**

- THAT DARN CAT—(TC)—Hayley Mills, Dean Jones
- MONKEY'S UNCLE, THE—(TC)—Annette, Tommy Kirk

**COLUMBIA DISTRIBUTED DURING THE PAST 12 MONTHS**

- 65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad
- 64030 BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
- CODE 7, VICTIM 5—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa
- 64018 CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made
- 64019 DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
- 64004 DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
- 65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience
- 65008 FINEST HOURS, THE—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made
- 65012 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England
- 65001 GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry
- 64021 HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features
- 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
- 65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil
- 64020 LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64) Lavish and spectacular period adventure tale—European made
- 65002 NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
- 64017 PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal
- 64016 QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Meiry Anders—5153 (4-15-64)—Okay western
- 65003 RIDE THE WILD SURF—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans
- 64015 SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made
- WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

**COMING**

- ARIZONA RAIDERS, THE—(EC)—Audie Murphy
- BABY, THE RAIN MUST FALL—Steve McQueen, Lee Remick
- BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur
- BORN FREE—(PV; C)—Bill Travers, Virginia McKenna
- CAT BALLOU—(C)—Jane Fonda, Lee Marvin, Michael Callan
- COLLECTOR, THE—(C)—Samantha Eggar, Terence Stamp
- CONGO VIVO—Jean Seabastian, Bachir Toure
- CURSE OF THE MUMMY'S TOMB, THE—(TS; TC)—Terence Morgan—English-made
- DIE, DIE, MY DARLING—Tallulah Bankhead—English Made
- EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
- GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason, Francoise Dorleac
- GORGON, THE—(TC)—Peter Cushing, Christopher Lee—English-made
- HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermlone Gingold
- KING RAT—George Segal, Tom Courtenay, James Fox
- LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
- LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
- LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brien
- MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
- MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
- OUTLAWS IS COMING, THE—Three Stooges, Nancy Kovack
- PLAYBOY—(C)—Tony Curtis
- PLAY IT COOLER—Anthony Newly, Anne Aubrey
- SENILITA—Anthony Francosa, Claudia Cardinale
- SHIP OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin
- SYNANON—Chuck Connors, Stella Stevens, Edmond O'Brien
- THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
- UNKNOWN BATTLE, THE—(PV; C)—Kirk Douglas, Richard Harris
- WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes

**CONTINENTAL (WALTER READE-STERLING, INC.)**

- BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles
- BLACK LIKE ME—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose
- ORGANIZER, THE—D-126m.—Marcello Mastroianni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles
- SEDUCED AND ABANDONED—CD-118m.—Sara Urzi, Stefania Sandrelli—5191 (7-22-64)—Good import—Italian-made; English titles
- BILLY LIAR—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty patrons—English-made
- TO BED—OR NOT TO BED—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well-made import—Italian-made; English titles
- POINT OF ORDER—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal
- HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles
- LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada
- MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue
- RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made
- SLAVE TRADE IN THE WORLD TODAY—DOC-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

**COMING**

- LOVE GODDESSES, THE—All Star Cast
- OMICRON—Renato Salvatori
- TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger
- WORLD'S GREATEST SWINDLES—International Cast

**EMBASSY**

- ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barry, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English
- APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles
- CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)



**CONTEMPT**—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
**CRAZY DESIRE**—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Spaak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue  
**HOUSE IS NOT A HOME, A**—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
**LET'S TALK ABOUT WOMEN**—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
**MARRIAGE ITALIAN STYLE**—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting import with potent names—Italian-made; English titles  
**ONLY ONE NEW YORK**—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
**PASSIONATE THIEF, THE**—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
**SANTA CLAUS CONQUERS THE MARTIANS**—FAN-80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
**THREE PENNY OPERA**—MU-83m.—(EC)—Curt Jurgens, Hildegard Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English  
**YESTERDAY, TODAY AND TOMORROW**—COMP-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles  
**ZULU**—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

**COMING**

**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**ARCHANGELS, THE**—Roberto Bisacco, Virginia Onorato—Italian-made  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**CASANOVA**—70—(WS; C)—Marcello Mastroianni, Michele Mercler—Italian-made  
**DINGAKA**—Stanley Baker, Juliet Prowse  
**HELLFIRE CLUB**—Peter Cushing, Adrienne Corri  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French

**MGM DISTRIBUTED DURING THE PAST 12 MONTHS**

423 **ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
508 **AMERICANIZATION OF EMILY, THE**—CD-117m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
414 **CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
338 **DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade  
512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers  
411 **GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nusciak—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English  
416 **GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-made; dubbed in English  
429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English  
432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce  
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France  
422 **KISSIN' COUSINS**—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
431 **LOOKING FOR LOVE**—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars  
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
418 **MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—109m.—MGM stars—5210 (9-2-64)—Sell the names and nostalgia  
6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford have a go at murder again—English-made  
503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
417 **NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made  
430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner  
6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy  
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219 (10-7-64)—Top cast adds interest to "search for truth" drama  
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
425 **RHINO**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa  
419 **SEVEN FACES OF DR. LAO**—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
6515 **SIGNPOST TO MURDER**—D-74m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made  
424 **TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama  
337 **TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles  
428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment  
426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set  
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Huguely, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract  
509 **YOUR CHEATIN' HEART**—MUD-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer

**COMING**

**A.B.C. MURDERS, THE**—Tony Randall, Anita Ekberg—English-made  
**CINCINNATI KID, THE**—Steve McQueen, Tuesday Weld, Ann-Margret  
**CLARENCE THE CROSS-EYED LION**—Marshall Thompson, Betsy Drake  
**DOCTOR ZHIVAGO**—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay  
**GIRL HAPPY**—(PV; MC)—Elvis Presley, Shelley Fabares  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**HILL, THE**—Sean Connery, Michael Redgrave  
**HYSTERIA**—Robert Webber, Lelia Goldoni—English-made  
**JOY IN THE MORNING**—(PV; MC)—Richard Chamberlain, Yvette Mimeo  
**LADY L**—Sophia Loren, Paul Newman, David Niven  
**LOVED ONE, THE**—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer  
**MONEY TRAP, THE**—(PV)—Glenn Ford, Elke Sommer  
**ONCE A THIEF**—Alain Delon, Ann-Margret, Van Heflin, Jack Palance

Fate Is The Hunter ..... AI Fox  
• Father Goose ..... AI U  
• Favor, The ..... U  
• FBI Code 98 ..... AI WB  
• Ferry Cross The Mercey ..... UA  
• Finest Hours, The ..... AI Col.  
• First Men In The Moon ..... AI Col.  
• Flesh Eaters, The ..... Misc.  
• Flight From Ashiya ..... A3 UA  
• Flipper's New Adventure ..... AI MGM  
• Fluffy ..... U  
• For Those Who Think Young ..... A3 UA  
• Four Days In November ..... AI UA  
• From Russia, With Love ..... B UA

**G**

• Genghis Khan ..... Col.  
• Get Yourself A College Girl ... B MGM  
• Giant Monster, The ..... For.  
• Girl Happy ..... MGM  
• Girl With Green Eyes ..... A4 For.  
• Girls On The Beach ..... Par.  
• Glass Cage, The ..... Misc.  
• Gladiators Seven ..... A-1 MGM  
• Global Affair, A ..... A3 MGM  
• Glory Guys, The ..... UA  
• Godzilla Vs The Thing ..... AI AI  
• Gold For The Caesars ..... A2 MGM  
• Golden Arrow, The ..... AI MGM  
• Goldfinger ..... A3 UA  
• Goliath And The Vampires ..... A2 A-1  
• Goodbye Charlie ..... A3 Fox  
• Good Neighbor Sam ..... A2 Col.  
• Gorgon, The ..... Col.  
• Great Race, The ..... WB  
• Greatest Story Ever Told, The .. UA  
• Gunfighter At Casa Grande .... MGM  
• Guns At Batasi ..... A3 Fox  
• Guns Of August ..... AI U

**H**

• Hallelujah Trall, The ..... UA  
• Hamlet ..... AI WB  
• Hard Day's Night, A ..... AI UA  
• Harlow ..... Par.  
• Harvey Middleman, Fireman .. Col.  
• He Rides Tall ..... B U  
• Hellfire Club ..... A3 Emb.  
• Hercules In The Haunted World. For.  
• Hercules, Samson And Ulysses .. MGM  
• Hey There, It's Yogi Bear ..... AI Col.  
• Hidden Room Of 1,000  
• Horrors, The ..... For.  
• Hide And Seek ..... A2 U  
• High And Low ..... Cont.  
• High Wind In Jamaica, A ..... Fox  
• Hill, The ..... MGM  
• Honeymoon Hotel ..... B MGM  
• Horror Of It All, The ..... A2 Fox  
• Horror Of Party Beach, The ... B Fox  
• House Is Not A Home, A ..... B Emb.  
• How To Murder Your Wife ..... UA  
• How The West Was Won ..... AI MGM  
• Hush, Hush, Sweet Charlotte .. Fox  
• Hysteria ..... MGM

• I Saw What You Did ..... U  
• I'D Rather Be Rich ..... A2 U  
• I'll Take Sweden ..... UA  
• In Harm's Way ..... Par.  
• Incredible Mr. Limpet, The .... AI WB  
• Intimance, The ..... Misc.  
• Intimate Diary Of Artists' Models ..... Misc.  
• Invitation To A Gunfighter .... A3 UA  
• Ipress File, The ..... U  
• Island Of The Blue Dolphins ... AI U  
• It's A Wonderful Life ..... A-1

John Goldfarb, Please Come Home ..... B Fox  
• Joy House ..... B MGM  
• Joy In The Morning ..... MGM  
• Judith ..... Par.



**K**

Killers, The ..... A3 U  
 King Rat ..... C Col.  
 Kiss Me, Stupid ..... C Misc.  
 Kisses For My President ..... A3 WB  
 Kissin' Cousins ..... B MGM  
 Kitten With A Whip ..... B U

**L**

La Bonne Soupe ..... C For.  
 Lady L ..... B MGM  
 Lady In A Cage ..... B Par.  
 Lassie's Great Adventure ..... For.  
 Last Man On Earth, The ..... A1 Fox  
 Last Woman of Shang, The ..... A2 AI  
 Lawrence Of Arabia ..... A2 Col.  
 Law Of The Lawless ..... A1 Par.  
 Les Abysces ..... A1 For.  
 Let's Talk About Women ..... C Emb.  
 Life In Danger, A ..... A2 AA  
 Light Fantastic, The ..... B Emb.  
 Lili-RE ..... A2 MGM  
 Lillith ..... A4 Col.  
 Little Prince And The ..... Col.  
 Eight-Headed Dragon, The ..... U  
 Lively Set, The ..... A1 Misc.  
 Living Between Two Worlds ..... B Col.  
 Long Ships, The ..... B Fox  
 Longest Day, The ..... A1 MGM  
 Looking For Love ..... B MGM  
 Lord Jim ..... Misc.  
 Lorna ..... A-I  
 Lost World Of Sinbad ..... For.  
 Love A La Carte ..... Cont.  
 Love Goddesses ..... Col.  
 Love Has Many Faces ..... C For.  
 Love On A Pillow ..... MGM  
 Loved One, The ..... Cont.  
 Luck Of Ginger Coffey, The ..... A3

**M**

Madmen Of Mandores ..... Misc.  
 Mafioso ..... A3 For.  
 Malamondo ..... For.  
 Mail Order Bride ..... A3 MGM  
 Major Dundee ..... Col.  
 Man From Galveston, The ..... A2 WB  
 Man In The Dark ..... A3 U  
 Man Who Walked Through ..... For.  
 The Wall ..... U  
 Man's Favorite Sport? ..... A3 U  
 Marnie ..... A3 U  
 Marriage-Italian Style ..... Emb.  
 Mary Poppins ..... A1 BV  
 Masque Of The Red Death ..... B AI  
 Masquerade ..... UA  
 Master Spy ..... A1 AA  
 McHale's Navy ..... A1 U  
 Mediterranean Holiday ..... A1 Cont.  
 MGM's Big Parade Of Comedy ..... A1 MGM  
 Mickey One ..... Col.  
 Mirage ..... U  
 Misadventures of Merlin Jones ..... A1 BV  
 Mister Moses ..... UA  
 Model Murder Case, The ..... For.  
 Monkey's Uncle, The ..... BV  
 Money Trap, The ..... MGM  
 Moon-Spinners, The ..... A1 BV  
 Moro Witch Doctor ..... A2 Fox  
 Morituri ..... A1 MGM  
 Murder Ahoy ..... A1 MGM  
 Murder Most Foul ..... A1 MGM  
 Muscle Beach Party ..... A2 A-I  
 Mutiny On The Bounty ..... A2 MGM  
 My Blood Runs Cold ..... WB  
 My Fair Lady ..... A1 WB

**N**

Naked Brigade, The ..... U  
 Naked Kiss, The ..... A3 AA  
 Naked Prey, The ..... Par.  
 Nasty Rabbit, The ..... Misc.  
 Navajo Run ..... AI  
 Never Put It In Writing ..... A1 AA  
 New Interns, The ..... B Col.  
 Night Must Fall ..... B MGM  
 Night Of The Iguana ..... A4 MGM  
 Night Train To Paris ..... A2 Fox  
 Night Walker, The ..... A2 U  
 Nightmare ..... A2 U  
 Nightmare In The Sun ..... A3 Misc.  
 None But The Brave ..... WB  
 Nothing But The Best ..... A4 For.  
 Nutty, Naughty Chateau ..... B For.

**O**

Of Human Bondage ..... B MGM  
 Omicron ..... Cont.  
 Once A Thief ..... MGM  
 One Man's Way ..... AI UA  
 One Potato, Two Potato ..... A2 Misc.  
 One Way Pendulum ..... UA  
 Only One New York ..... A1 Emb.  
 Operation SNAFU ..... MGM  
 Operation Crossbow ..... A-I  
 Organizer, The ..... A4 For.  
 Orgy At Lil's Place, The ..... Misc.  
 Outlaws Is Coming, The ..... Col.  
 Outrage, The ..... A3 MGM

OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard  
 PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec  
 POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley  
 ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon  
 SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves  
 SANDPIPER, THE—(PV; MC)—Elizabeth Taylor, Richard Burton  
 SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
 SHE—Ursula Andress, Peter Cushing—English made  
 SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast  
 VICE AND VIRTUE—Annie Girardot, Robert Hassenin  
 YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif  
 YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson  
 ZEBRA IN THE KITCHEN—Jay North, Andy Devine

**PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS**

6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment  
 R6402 CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue  
 6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry  
 6417 CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus In Cinerama should prove popular—Filmed abroad  
 6406 DISORDERLY ORDERLY, THE—C-90m.—(C)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarily for kids  
 6400 FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain  
 6311 LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping  
 6316 LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names  
 6314 PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made  
 6322 PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it  
 6320 RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made  
 6323 ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantey, Adam West—5174 (6-10-64)—Good science fiction entry  
 6405 ROUSTABOUT—CMU-101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans  
 6313 SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast  
 6324 STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western  
 6325 WALK A TIGHTROPE—MD-69m.—Dan Duryea, Patricia Owens—5170 (5-27-64)—Okay brief program meller—English-made  
 6404 WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential  
 R6403 YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

**COMING**

AMOROUS ADVENTURES OF MOLL FLANDERS—(PV; TC)—Klm Novak, Richard Johnson  
 BLACK SPURS—(TC)—Roy Calhoun, Linda Darnell, Scott Brady  
 BOY TEN FEET TALL, A—(CS; TC)—Edward G. Robinson  
 CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott  
 DR. TERROR'S HOUSE OF HORRORS—(TS; TC)—Peter Cushing  
 GIRLS ON THE BEACH—(TC)—Beach Boys, Lesley Gore  
 HARLOW—(PV; TC)—Carroll Baker, Peter Lawford  
 IN HARM'S WAY—(PV)—John Wayne, Patricia Neal, Kirk Douglas  
 JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
 NAKED PREY, THE—(PV; TC)—Cornel Wilde  
 SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors  
 SYLVIA—Carroll Baker, George Maharis, Ann Southern  
 TOWN TAMER—(TS; TC)—Dana Andrews, Terry Moore  
 YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

**20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS**

425 APACHE RIFLES—MD-92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry  
 BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer  
 444 CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment  
 412 CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Warren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry  
 424 EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made  
 404 EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made  
 423 FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people  
 428 GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast  
 417 GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama  
 422 HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made  
 411 HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Dei-Alres—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens  
 429 JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser  
 322 LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program  
 414 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad  
 431 MORO WITCH DOCTOR—MD-61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed In the Philippines  
 420 NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Allzia Gur—5219 (10-7-64)—Good action entry for program—English-made  
 PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Francisca, Carol Lynley—5242 (12-30-64)—Entertaining entry  
 426 RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action  
 403 SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker  
 408 SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzl Gaynor—5142 (3-4-64)—Entertaining hit—Reissue  
 402 SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal  
 405 THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England  
 426 VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy  
 415 WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns  
 421 WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made  
 325 YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

**COMING**

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison  
 DEAR BRIDGETT—(CS; C)—James Stewart, Billy Mumy  
 EL GRECO—Mel Ferrer, Rosanna Schiaffino  
 HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura  
 HUSH, HUSH SWEET CHARLOTTE—(C)—Olivia DeHavilland, Bette Davis, Joseph Cotten  
 MORITURI—(CS)—Marlon Brando, Yul Brynner, Janet Margolin  
 RAPTURE—(CS)—Patricia Gozzi, Melvyn Douglas—English made  
 REWARD, THE—(CS; C)—Max Von Sydow, Nina Castelovova, Efrem Zimbalist, Jr., Yvette Mimieux



**SOUND OF MUSIC, THE**—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker  
**THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fendall  
**UP FROM THE BEACH**—Cliff Robertson, Irla Demick  
**VON RYAN'S EXPRESS**—(C)—Frank Sinatra, Trevor Howard, Brad Dexter  
**WAR PARTY**—Michael T. Milker, Davey Davison, Donald Barry

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman  
 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht  
 6410 **FOR THOSE WHO THINK YOUNG**—CMU-96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch  
 6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon  
 6420 **GOLDFINGER**—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Brocoll  
 6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
 6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross  
 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch  
 6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman  
 6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean  
 6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch  
 6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Marla Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch  
 6419 **TOPKAPI**—CD-120m.—(C)—Meltina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
 6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made  
 6411 **WORD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

### COMING FEATURES IN ORDER OF RELEASE

Feb. **HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.

### COMING

**FERRY CROSS THE MERSEY**—Gerry And The Pacemakers—English-made  
**GLORY GUYS, THE**—(PV; DC)—Tom Tryon, Harve Presnell, Jeanne Cooper—Levy-Gardner—Laven  
**GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens  
**HALLELUJAH TRAIL, THE**—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
**I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon  
**MASQUERADE**—(C)—Cliff Robertson, Jack Hawkins—Novus  
**MISTER MOSES**—(PV; C)—Robert Mitchum, Carroll Baker—Ross  
**ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made  
**RAGE TO LIVE, A**—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
**SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch  
**THOUSAND CLOWNS, A**—Jason Robards, Jr., Barbara Harris  
**TRAIN, THE**—Burt Lancaster, Jeanne Moreau  
**WHAT'S NEW, PUSSYCAT?**—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment  
 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry  
 6421 **BULLET FOR A BADMAN**—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made  
 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show  
 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made  
 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made  
**FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
 6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Krell—5329 (12-16-64)—Interesting documentary on World War I  
 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches  
 6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made  
 6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
 6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade  
 6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story  
 6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
 6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
 6405 **MAN'S FAVORITE SPORT**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy  
 6418 **MARNIE**—D-129m.—(TC)—Tippi Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama  
 6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing  
 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made  
 6503 **NIGHT WALKER, THE**—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles  
 6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
 6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
 6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast  
 6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western  
 6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made  
 6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

P

- Pajama Party ..... B A-1  
 Paris When It Sizzles ..... A3 Par.  
 Passionate Thief, The ..... A3 Emb.  
 • Passport To Oblivion ..... MGM  
 Patsy, The ..... A1 Par.  
 Pattern For Plunder ..... For.  
 Pink Panther ..... A3 UA  
 • Playboy ..... Col.  
 • Play It Cooler ..... Col.  
 Pleasure Seekers, The ..... Fox  
 Point Of Order ..... A2 Cont.  
 • Postman's Knock ..... MGM  
 Psyche 59 ..... B Col.  
 Psychomania ..... Misc.  
 Pumpkin Eater, The ..... A4 For.

Q

- Quick, Before It Melts ..... MGM  
 Quick Gun, The ..... A2 Col.  
 Quo Vadis—Re. .... A1 MGM

R

- Racing Fever ..... B AA  
 • Rage To Live, A ..... UA  
 Raiders Of Leyte Gulf, The .... A1 For.  
 • Rapture ..... Fox  
 Rattle Of A Simple Man ..... Cont.  
 Ready For The People ..... WB  
 • Rebellious Ones, The ..... A3 U  
 • Reward, The ..... Fox  
 Rhino ..... A1 MGM  
 Ride The Wild Surf ..... A1 Col.  
 Ring of Treason ..... A2 Par.  
 Rio Conchos ..... A3 Fox  
 Robin And The 7 Hoods ..... A2 WB  
 Robinson Crusoe On Mars ..... A1 Par.  
 • Rounders, The ..... A3 MGM  
 Roustabout ..... A2 Par.

S

- Sandokan, The Great ..... MGM  
 • Sandpiper, The ..... MGM  
 Santa Claus Conquers The  
 Martians ..... A1 Emb.  
 • Satan Bug, The ..... A2 UA  
 Seance On A Wet Afternoon .. A2 For.  
 Secret Door, The ..... A2 AA  
 Secret Invasion, The ..... A2 UA  
 • Secret of My Success, The ..... MGM  
 Seduced And Abandoned ..... A3 For.  
 Send Me No Flowers ..... A2 U  
 • Senilita ..... Col.  
 Seven Days In May ..... A2 Par.  
 Seven Faces Of Dr. Lao, The ... A1 MGM  
 Seven Surprises ..... For.  
 Seventh Dawn, The ..... B UA  
 Sex And The Single Girl ..... B WB  
 • She ..... MGM  
 • Shenandoah ..... U  
 • Ship Of Fools ..... Col.  
 Shock Treatment ..... A2 Fox  
 Shot In The Dark, A ..... B UA  
 Signpost To Murder ..... MGM  
 Sing And Swing ..... A2 U  
 • Situation Hopeless But  
 Not Serious ..... Par.  
 633 Squadron ..... A2 UA  
 Skydivers, The ..... Misc.  
 Slave Trade In The World Today C Cont.  
 Silme People, The ..... Misc.  
 So Dear To My Heart—Re ..... A1 BY  
 • Son Of A Gunfighter ..... MGM  
 • Sound Of Music, The ..... Fox  
 South Pacific—RE. .... A3 Fox  
 Stage To Thunder Rock ..... A2 Par.  
 Stark Fear ..... Misc.  
 Station Six Sahara ..... B AA  
 Stop Train 349 ..... A2 AA  
 Strange Bedfellows ..... A3 U  
 Strangler, The ..... B AA  
 Surf Party ..... A2 Fox  
 Swingin' Maiden, The ..... A1 Col.  
 • Sword of All Baba, The ..... U  
 Sword Of El Cid, The ..... For.  
 • Sylvia ..... Par.  
 • Synanon ..... Col.



T

- Taffy And The Jungle Hunter ... AA
- Taggart ..... A2 U
- Tamahine ..... A3 MGM
- T-A-M-I Show, The ..... Misc.
- Tattooed Police Horse, The ..... A1 BV
- Terrace, The ..... For.
- That Darn Cat ..... BV
- That Funny Feeling ..... U
- That Man From Rio ..... A2 For.
- These Are The Damned ..... Col.
- Thin Red Line, The ..... A3 AA
- 3 Nuts In Search Of A Bolt ..... Misc.
- Three Penny Opera ..... A3 Emb.
- Third Day, The ..... WB
- Thrd Secret, The ..... A3 Fox
- 36 Hours ..... A2 MGM
- Those Callows ..... A1 BV
- Those Magnificent Men In Their Flying Machines ..... Fox
- Thousand Clowns, A ..... UA
- Tickle Me ..... AA
- Tiger Walks, A ..... A1 BV
- Tiko And The Shark ..... MGM
- Time Of Indifference ..... Cont.
- Time Travelers, The ..... B A-1
- To Bed Or Not To Bed ..... A3 Cont.
- Tomb Of Ligeia ..... A-1
- Tomorrow At Ten ..... For.
- Topkapi ..... A3 UA
- Torpedo Bay ..... A3 A1
- Town Tamer ..... Par.
- Train, The ..... UA
- Troublemaker, The ..... Misc.
- Truth About Spring, The ..... A1 U
- Two Are Guilty ..... A3 MGM
- Two On A Guillotine ..... A3 WB

U

- Umbrellas Of Cherbourg, The ... For.
- Under Age ..... B A1
- Unearthly Stranger ..... A1 A-1
- Unknown Battle, The ..... Col.
- Unsinkable Molly Brown, The ... A2 MGM
- Up From The Beach ..... Fox

V

- Valley Of The White Wolves ... AA
- Vice And Virtue ..... B MGM
- Visit, The ..... A4 Fox
- Viva Las Vegas ..... B MGM
- Von Ryan's Express ..... Fox
- Voyage To The End Of The Universe ..... A1 A-1

W

- Wacky Playboy, The ..... Misc.
- Walk A Tightrope ..... A2 Par.
- Walls Of Hell, The ..... A2 Misc.
- War Is Hell ..... A2 AA
- War Lord, The ..... U
- War Party ..... Fox
- Watch It, Sailor ..... Col.
- Weekend ..... C For.
- What A Way To Go! ..... B Fox
- What's New, Pussycat ..... UA
- Where Love Has Gone ..... A3 Par.
- White Savage ..... AA
- White Slaves Of Chinatown ..... Misc.
- Why Bother To Knock? ..... B For.
- Wild And Wonderful ..... A1 U
- Witchcraft ..... A2 Fox
- Woman In The Dunes ..... C For.
- Woman Is A Woman, A ..... For.
- Women Of Straw ..... A3 UA
- Woman Who Wouldn't Die, The ..... A3 WB
- World Of Henry Orient, The ..... A2 UA
- World Without Sun ..... A1 Col.
- World's Greatest Swindles ..... Cont.

Y

- Yanco ..... For.
- Yank In Viet-nam, A ..... A1 AA
- Yellow Rolls Royce, The ..... MGM
- Yesterday, Today And Tomorrow ..... B Emb.
- Young Girls Of Good Family ... Emb.
- Youngblood Hawke ..... A3 WB
- Young And Willing ..... A4 U
- Young Cassidy ..... MGM
- Young Dillinger ..... AA
- Young Fury ..... Par.
- Young Lovers, The ..... A3 MGM
- Young Swingers, The ..... A1 Fox
- Your Cheatin' Heart ..... A2 MGM
- Your'e Never Too Young—Re. ... A2 Par.

Z

- Zebra In The Kitchen ..... MGM
- Zorba, The Greek ..... Fox
- Zulu ..... A3 Emb.

COMING

- ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
- BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
- FARGO—Michael Parks, Celia Kaye
- FAVOR, THE—(C)—Rock Hudson, Leslie Caron
- FLUFFY—(C)—Tony Randall, Shirley Jones
- I SAW WHAT YOU DID—Joan Crawford, John Ireland
- IPRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made
- MAN IN THE DARK—William Sylvester, Barbara Shelley—English made
- MIRAGE—Gregory Peck, Diane Baker
- NAKED BRIGADE, THE—Shirley Eaton, Ken Scott
- REBELLIOUS ONES, THE—Michael Parks, Celia Kaye
- SHENANDOAH—(C)—James Stewart, Doug McClure
- SWORD OF ALI BABA, THE—(C)—Peter Mann
- THAT FUNNY FEELING—(C)—Sandra Dee, Bobby Darin, Donald O'Connor
- TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur
- WAR LORD, THE—(PV; C)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

- 480 CHEYENNE AUTUMN—AD-158m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry
- 357 DEAD RINGER—D-115m.—Bette Davis, Kari Malden—5131 (2-5-64)—Interesting drama
- 455 DEAR HEART—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining
- 363 DISTANT TRUMPET, A—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavairy vs Indians plus romance for ladies
- 361 DR. CRIPPEN—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair Import—English-made
- 366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
- 364 FBI CODE—98—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
- 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic
- 359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carolie Cook—5131 (2-5-64)—Good fun film
- 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast
- 360 MAN FROM GALVESTON, THE—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
- 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top
- 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler
- 365 ROBIN AND THE 7 HOODS—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please
- SEX AND THE SINGLE GIRL—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs
- 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

- AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
- COMMUNITY PROPERTY—Frank Sinatra, Deborah Kerr, Dean Martin, Ann-Margret
- CRACK OF THE WHIP—(C)—Clint Walker
- GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
- MY BLOOD RUNS COLD—(PV)—Troy Donahue, Joey Heatherton
- NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker
- THIRD DAY, THE—(PV)—George Peppard, Elizabeth Ashley
- TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
- WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made

MISCELLANEOUS

- BEAUTY AND THE BODY—NOV.-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
- BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for dualiers—Meyers-Benson
- BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
- BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nude novelty for fast buck spots—Cinema Syndicate
- CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.
- COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V
- CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
- ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
- FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.
- GLASS CAGE, THE—MD-84m.—Arlene Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
- INHERITANCE, THE—DOC-60m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer
- INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nude novelty—lKay Beautiful
- KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert
- LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire
- LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
- MAD MEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
- NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.—5243 (12-30-64)—Childish entertainment—Fairway International
- NIGHTMARE IN THE SUN—MD—81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac
- ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
- ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)—Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
- PSYCHOMANIA—MD-90m.—Lee Phillips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
- SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the dualiers—Hansen Ent.
- SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for dualiers—Crown Int.
- STARK FEAR—MD-86m.—Beverly Garland, Skip Homler—5134 (2-19-64)—Spotty effort on an ugly subject—Ellis
- T-A-M-I SHOW, THE—MUNOV—113 1/2 m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.
- 3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nude, sexy angles—Harlequin Int.
- TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
- WACKY PLAYBOY, THE—C-63m.—Tommy Rait—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
- WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made in Philippines—Hemisphere
- WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nude with veneer of social commentary—American Film Dist.
- ZOBRA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics



# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- ANATOMY OF A MARRIAGE (MY DAYS WITH JEAN MAC)**—96m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art house patrons—French-made; English titles—Janus
- ANATOMY OF A MARRIAGE (MY NIGHTS WITH FRANCOISE)**—97m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art houses—French-made; English titles—Janus
- AVENGER, THE**—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English—Medallion
- BRIDGE TO GLORY**—D-103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo
- BARBARIANS, THE**—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere
- BLACK DUKE, THE**—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English—PRC
- BLOOD ON THE BALCONY**—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo
- BOMB IN THE HIGH STREET**—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot—English-made—Hemisphere
- DEVIL DOLL**—D-80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.
- DISORDER**—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary
- DOCTOR IN DISTRESS**—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor
- DON'T TEMPT THE DEVIL**—D-106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO
- DRAGON SKY**—D-95m.—(EC)—Narle Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert
- DUEL OF CHAMPIONS**—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion
- FACE OF WAR, THE**—DOC-105m.—Narrated by Bryant Haliday—5243 (12-30-64)—Potent anti-war preachment—Swedish-Japanese made; spoken in English—Janus
- GIANT MONSTER, THE**—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert
- HERCULES IN THE HAUNTED WORLD**—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.
- HIDDEN ROOM OF 1,000 HORRORS, THE**—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union
- LA BONNE SOUPE**—CD-97m.—(CS)—Anne Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LATERNA MAGIKA**—NOV.-119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslovakia—Richard Fleischer
- LES ABYSSES**—D-90m.—Francine Berge, Colette Berge—5234 (12-3-64)—Off-beat drama could draw among arty set—French-made English titles—Kanawha
- LOVE A LA CARTE**—D-98m.—Marcello Mastroianni, Simone Signoret—5243 (12-30-64)—Fair import with "names" to help—Italian-made; English titles—Promenade
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MAFIOSO**—D-100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.
- MALAMONDO**—COMP.-79m.—(EC)—Produced by Goffredo Lombardo—5234 (12-3-64)—Repelling import—Italian-made—Magna
- MAN WHO WALKED THROUGH THE WALL**—C-99m.—Heinz Rühmann, Nicole Courcel—5235 (12-3-64)—Cute comedy import—German-made; English titles; Shown Int.
- NOTHING BUT THE BEST**—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.
- NUTTY, NAUGHTY CHATEAU**—C-102m.—(TC)—Curt Jurgens, Monica Vitti, Jean-Louis Trintignant—5232 (11-18-64)—Weird import shoots for laughs—French-made; English titles—Lopert
- PATTERN FOR PLUNDER**—MD-84m.—Keenan Wynn, Mal Zetterling—5235 (12-3-64)—Well made espionage entry holds interest—English-made—Herts-Lion Int.
- PUMPKIN EATER, THE**—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity features strong performances—English-made—Royal Films Int.
- RAIDERS OF LEYTE GULF, THE**—MD-80m.—Liza Moreno, Efron Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere
- SEANCE ON A WET AFTERNOON**—D-115m.—Kim Stanley, Richard Attenborough—5235 (12-3-64)—Quality art import—English-made—Artixo
- SEVEN SURPRISES**—COMP-77m.—(Partly color)—Produced by Harvey Chertok—5235 (12-3-64)—Mixture of shorts for art spots—Canadian made—Quartet Int.
- SWORD OF EL CID, THE**—86m.—(Superlenscope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC
- TERRACE, THE**—D-90m.—Graciela Borges, Leonardo Favio—5243 (12-30-64)—Bored youngsters at play is mildly entertaining—Filmed in South America; English titles—Royal Films Int.
- THAT MAN FROM RIO**—C-114m.—(EC)—Jean-Paul Belmonde, Françoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert
- TOMORROW AT TEN**—D-80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor
- UMBRELLAS OF CHERBOURG, THE**—NOV-90m.—(C)—Catherine Deneuve, Nino Castelneuve—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau
- WEEKEND**—D-84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.
- WHY BOTHER TO KNOCK**—C-88m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in English—Seven Arts
- WOMAN IN THE DUNES**—D-123m.—Eiji Okada, Kyoko Kishida—5236 (12-3-64)—Intriguing import—Japanese-made; English titles—Pathe Contemporary
- YANCO**—D-85m.—Ricardo Ancona—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

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- 19301 Little Whirlwind
- 19302 The Whalers
- 19303 First Alders
- 19304 Army Mascot
- 19305 Goofy Gymnastics
- 19306 Home Made Home
- 19307 Foul Hunting
- 19308 Timber
- 19309 Truant Officer Donald
- 19310 Golden Eggs
- 19311 Test Pilot Donald
- 19312 Lambert, The Sheepish Lion

### SINGLE REEL CARTOONS (TECHNICOLOR)

- 101 How To Have An Accident At Work
- 123 The Litterbug
- 125 Aquamania

### TWO REEL CARTOON SPECIALS (TECHNICOLOR)

- 097 Goliath II
- 102 Noah's Ark
- 119 Saga Of Windwagon Smith
- 112 Donald and The Wheel
- 139 A Symposium On Popular Songs

### THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

- 079 Japan
- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

## Columbia

### COLOR FEATURETTES

- 7441 (Sept.) Wonderful Switzerland
- 7442 (Nov.) Travel Along With The Arkansas Traveler
- 7443 (Jan.) Eventful Britain
- 7444 (Mar.) Wonderful Africa
- 7445 (May) Wonderful New York
- 7446 (July) Wonderful Beaulieu

### LOOPY DE LOOP COLOR CARTOONS

- 7701 (Sept.) Slippery Slippers
- 7702 (Oct.) Chicken Fracas-See
- 7703 (Nov.) Rancid Ranson
- 7704 (Dec.) Bunnies Abundant
- 7705 (Feb.) Just A Wolfe At Heart
- 7706 (Mar.) Chicken-Hearted Wolf
- 7707 (Apr.) Watcha Watchin'
- 7708 (May) A Fallible Fable
- 7709 (June) Sheep Steelers Anonymous
- 7710 (July) Wolf In Sheep Dog's Clothing

### MR. MAGOO CARTOONS (REISSUES)

- 7751 (Sept.) Magoo's Cruise
- 7752 (Oct.) Magoo's Problem Child
- 7753 (Nov.) Love Comes To Magoo
- 7754 (Dec.) Meet Mother Magoo
- 7755 (Feb.) Gumshoe Magoo
- 7756 (Mar.) Magoo Goes Overboard
- 7757 (May) Bwana Magoo
- 7758 (July) Matador Magoo

### COLOR FAVORITE CARTOONS (REISSUES)

- 7601 (Sept.) Gerald McBoing Boing On Planet Moo
- 7602 (Sept.) Happy Tots
- 7603 (Oct.) Willie The Kid
- 7604 (Nov.) Little Rover
- 7605 (Nov.) Christopher Crumpet
- 7606 (Dec.) A Boy and His Dog
- 7607 (Jan.) Rooty Toot, Toot
- 7608 (Jan.) Snow Time
- 7609 (Feb.) Emperor's New Clothes
- 7610 (Mar.) Little Boy With A Big Horn
- 7611 (Mar.) The Foxy Pup
- 7612 (Apr.) Let's Go
- 7613 (May) Gerald McBoing Boing
- 7614 (June) Bon Bon Parade
- 7615 (July) Madeline

### CANDID MICROPHONE

- 7551 (Sept.) No. 1 Series 4
- 7552 (Nov.) No. 2 Series 4
- 7553 (Jan.) No. 3 Series 4
- 7554 (Mar.) No. 4 Series 4

### WORLD OF SPORTS

- 7801 (June) Hunting Unlimited (Color)
- 7802 (Aug.) Rassin Rampage

### TWO REELERS THE THREE STOOGES (REISSUES)

- 7401 (Sept.) Husbands Beware
- 7402 (Oct.) Creeps
- 7403 (Nov.) Flaggpole Jitters
- 7404 (Jan.) For Crimin Out Loud
- 7405 (Feb.) Rumpus In The Harem
- 7406 (Apr.) Hot Stuff
- 7407 (May) Scheming Schemers
- 7408 (July) Commotion In The Ocean

### COMEDY FAVORITES (REISSUES)

- 7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
- 7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
- 7433 (Dec.) Training For Trouble (Schilling & Lane)
- 7434 (Jan.) He Popped His Pistol
- 7435 (Mar.) Wife Decoy
- 7436 (June) Pardon My Terror

### ASSORTED FAVORITES (REISSUES)

- 7421 (Sept.) Spies and Guys (Joe Besser)
- 7422 (Nov.) General Nuisance (Buster Keaton)
- 7423 (Dec.) Hook A Crook (Joe Besser)
- 7424 (Feb.) So's Your Antenna (Harry VonZell)
- 7425 (Apr.) She's Oil Mine (Buster Keaton)
- 7426 (May) Meet Mr. Mischief

### SERIALS (REISSUES)

- 7120 (Oct.) The Batman
- 7140 (Mar.) Roar Of The Iron Horse
- 7160 (July) Gunfighters Of The Northwest

## Metro-Goldwyn-Mayer

### TOM AND JERRY NEW COLOR CARTOONS

- 4575 Penthouse Mouse
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- 4578 Cat Above and The Mouse Below
- 4579 Unshrinkable Jerry Mouse
- 4580 Tom-ic Energy

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- 6666-W Goggle Fishing Bear
- 6667-W Design On Jerry
- 6668-W First Bad Man
- 6669-W Smarty Cat
- 6670-W Deputy Droopy
- 6671-W Pecos Pest
- 6672-W Cell Bound

## Paramount

### COLOR FEATURETTE

- AA22-1 Sportarama

### HIGH TOPPER

- T22-1 Thin Along
- T22-2 Isles Of The Sun
- T22-3 Melody For Machines
- T22-4 The World Starts Next Door
- T22-5 Beauties Of Scandanavia
- T23-1 Fascinating Finland
- T23-2 Mayflower, U.S.A.
- T23-3 Commuting For Adventure

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whiz Quiz Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Badtime Story
- M23-3 Pig's Feet
- M23-4 Sour Gripes
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'ral
- C22-5 Keeping Up With Crazy
- C22-6 Mouse Blanche
- C23-1 Panhandling On Madison Avenue
- C23-2 Fizzicle Fizzle
- C23-3 Sailing Zero
- C23-4 Fix That Clock
- C23-5 A Friend In Tweed
- C23-6 The Once Over
- C23-7 Service With A Smile
- C23-8 Call Me A Taxi
- C23-9 Highway Slobbery

### SPECIAL

- B23-1 Jamboree At Marathon
- B23-2 Wyoming Snapshot

### SPORTS IN ACTION

- D23-1 Festival Of The Bulls
- D23-2 Sky Divers

- D23-3 Speed On Ice
- D23-4 Best In Show
- D23-5 On The Bounce

## 20th Century-Fox

### MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

- 7313 (June) Pope John XXIII

### MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

- 7301 (Jan.) Two On A Pass
- 7302 (Feb.) Maine, U.S.A.
- 7303 (March) Sports, Wacky and Wet
- 7304 (April) Fairytale Land—Denmark
- 7305 (May) San Fan See
- 7306 (June) Rangers of Yellowstone
- 7307 (May) Bermuda Moods
- 7308 (July) Green Gold
- 7309 (Nov.) Atomic Lady
- 7310 (Dec.) Tasmania
- 7311 (Dec.) The Swedish Look
- 7312 ( ) Portugal

### TERRYTOONS

#### (2D ALL PURPOSE; DELUXE COLOR)

- 5401 (Jan.) Roc-A-Bye Sinbad
- 5402 (Feb.) The Red Tarcot
- 5403 (Mar.) Brother From Outer Space
- 5405 (Apr.) King Rounder
- 5406 (May) Short Term Sheriff
- 5407 (June) The Kisser Plant
- 5411 (July) Adventure By The Sea
- 5408 (Aug.) Oil Thru The Day
- 5409 (Sept.) Outer Galaxy Gazette
- 5410 (Oct.) The Gold Dust Bandit
- 5404 (Nov.) Search For Misery
- 5412 (Dec.) Molecular Mixup

## United Artists

### PINK PANTHER COLOR CARTOONS

- 6551 (Dec.) Pink Phink
- 6552 (Feb.) Pink Pajamas
- 6553 (Mar.) We Give Pink Stamps

### SPECIALS

- 6480 Chagall (3 reels)
- 6470 Beatles Come To Town
- 6471 This Is Jordan (3 reels)
- 6472 Dave Clark Five

## Universal

### TWO REEL SUPER SPECIALS

- 4501 (Jan.) Bigtown Village
- 4502 (Mar.) Casey At The Met(s)

### SPECIALS

- 4504 (Dec.) Football Highlights Of 1964
- 4505 (Feb.) Yesterday's Big Story

### COLOR ADVENTURES (One Reel)

- 4571 (Jan.) Keep America Singing
- 4572 (Feb.) Flying Fisherman
- 4573 (Mar.) Peewee Leaguers
- 4574 (Apr.) The Great River
- 4575 (May) Aquacapers

### WALTER LANTZ COLOR CARTONES

- 4511 (Jan.) Three Little Woodpeckers (WW)
- 4512 (Jan.) Case Of The Elephant's Trunk
- 4513 (Feb.) Woodpecker Wanted (WW)
- 4514 (Feb.) Fractured Friendship
- 4515 (Mar.) Birds Of A Feather (WW)
- 4516 (Mar.) Guest Who?
- 4517 (Apr.) Canned Dog Feud (WW)
- 4518 (Apr.) Half Baked Alaska
- 4519 (May) Janie Get Your Gun (WW)
- 4520 (May) Davey Cricket
- 4521 (June) Six Me (WW)
- 4522 (June) Pesty Guest
- 4523 (July) What's Peckin' (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 3701 (Oct.) Panchos Hideaway
- 3702 (Nov.) Tequilla Mocking Bird
- 2721 (10-19-63) Mad As A Mars Hare
- 2722 (1-18-64) Dumb Patrol
- 2723 (Mar.) Dr. Devil And Mr. Hare
- 2724 (July) False Hare

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 3301 (Sept.) Helr Conditioned
- 3302 (Sept.) Broom Stck Bunny
- 3303 (Oct.) Rocket By Baby
- 3304 (Nov.) Tree Cornered Tweety
- 3305 (Dec.) Heaven Scent
- 3306 (Jan.) Rabbitson Crusoe
- 3307 (Jan.) Too Hop To Handle

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

- 3001 (Sept.) Where Winter Is King

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

- 3501 (Nov.) Riviera Revelries



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We are very, very sorry, and we'll make certain we have an ample supply next year . . . but we have none left now!



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This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

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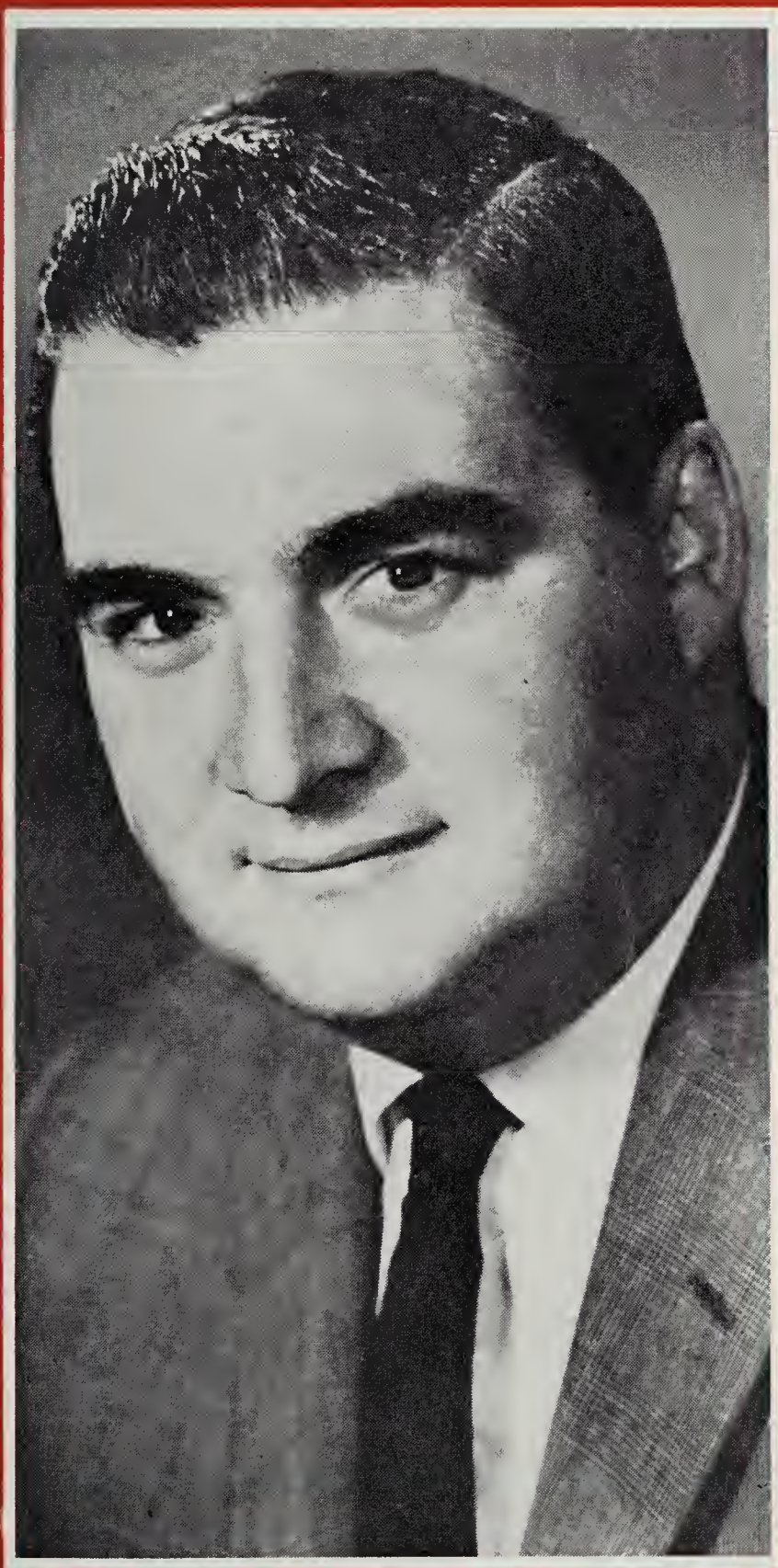
# EXHIBITOR

JANUARY 20, 1965

Volume 72

Number 26

IN THREE SECTIONS • THIS IS SECTION ONE



## First Quarter MGM Profit Up

(See Page 6)

## NGC Files Four Anti-Trust Suits

(See Page 9)

The motion picture industry came out even in the November elections. Veteran actor George Murphy went to the U. S. Senate, while Pierre Salinger (photo) joined National General Corp. as a vice-president following his unsuccessful bid to retain his California Senate seat.

**DIALOGUE WITH A CATHOLIC COLUMNIST . . .** see editorial—page 3



**THE WORLD RAVES ABOUT**

JACK Le VIEN'S PRODUCTION OF

# *The Finest Hours*

WORLD-WIDE DISTRIBUTION BY COLUMBIA

**"ONE OF THE MOST REMARKABLE HUMAN DOCUMENTS IN THE FILM MEDIUM"**

*Christian Science Monitor*

**"\*\*\*\*\*" (HIGHEST RATING)**

*New York Daily News*

**"PASSIONANT, CAPTIVANT, LYRIQUE"**

*Combat (Paris)*

**"AN AUDIO-VISUAL SYMPHONY—STRONG  
AND VIRILE—UNCOMMON ENTERTAINMENT"**

*New York Times*

**"SPLENDID"** *Sun-Herald (Sydney, Australia)*

**"IT HAS WIT, BOUNCE, AND VIGOUR"**

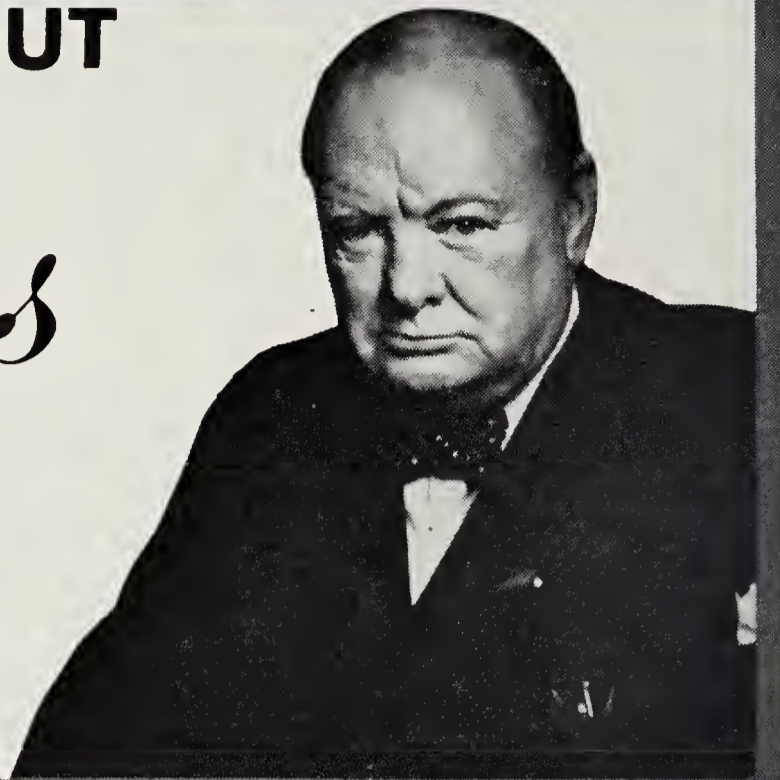
*The Telegram (Toronto, Canada)*

**"GENTLE, COLOURFUL, WARMLY INTIMATE"**

*Time Magazine*

**"COHERENT AND COMPELLING"**

*Daily Telegraph (London)*



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VOLUME 72 • No 26

JANUARY 20, 1965

OUR 47th YEAR

### DIALOGUE WITH A CATHOLIC COLUMNIST

JOHN E. FITZGERALD is motion picture critic of OUR SUNDAY VISITOR, national Catholic Ecumenical weekly. Fitzgerald is a different kind of a critic than many who write about films. He is intelligent, fair, articulate, and he genuinely likes movies. He wants the medium to grow and prosper, and he wants movies to be as good as they can and should be. As a result, his criticism is constructive and worthy of consideration by all in the industry.

We have been corresponding with Mr. Fitzgerald for a long time. We often disagree. However, there is between us a mutual respect that makes our frequent dialogues on motion pictures informative and interesting—for us and our readers. We hope Mr. Fitzgerald and his readers get something out of it as well.

Our latest exchange was triggered by our editorial, "THE PUBLIC GETS ONLY WHAT IT SUPPORTS," in the issue of Dec. 9. Mr. Fitzgerald writes:

*"As for the MOTION PICTURE EXHIBITOR editorial, it says about 'family films' and Catholics: 'Back up your shining words with your boxoffice dollars.' Or, less politely put (by myself rather than the respected Editor-Publisher Jay Emanuel): 'Let Catholics put their money where their mouth is.'"*

*"But with all good will towards Mr. Emanuel, who is a reputable and a fair man, a distinction must be made.*

*"Catholics don't act as a bloc, voting, reading, buying, or viewing as a group once given the signal by our shepherd. We want more family films, sure. Actually we want more adult films, too. But what we want aren't more family films so much as better family films. There's no reason to patronize junk or mediocrity just because it's clean. A Legion rating as to moral suitability and effect isn't equal to a recommendation (unless so stated) for artistic quality. Too often films that are far from examples of artistic quality or moral responsibility do well at the boxoffice because, while offensive in part, they are more cleverly constructed and more skillfully sold than other films. Perhaps the long periods of getting a family film mated on the same double bill with an adult or objectionable film; or getting great and misleading promises from advertising; or higher prices than a single feature without suitable 'selected short subjects'; or a family film double feature with previews that include the most morally repulsive scenes of the next attraction all snowballed together; or other reasons have dulled the filmgoing habit of more than one family.*

*"Frankly speaking, audience attendance is down—and has declined even in cities that have not yet received television. There exists a suspicion between many families and their theatre owner where there should be a friendship. Perhaps EXHIBITOR can clarify this and we can carry on the dialogue."*

It's a pleasure to discuss these points with Mr. Fitzgerald. To take his last point first, we agree wholeheartedly that there is suspicion of exhibitors when there should be friendship. On last week's editorial page, we carried a letter from a Catholic exhibitor in South Dakota who drives 14 miles to

church every Sunday. On the occasion of the congregation's renewal of the Legion of Decency pledge, he was subjected to an attack from the pulpit on his theatre operation. The attack was general. We are sure his theatre is a credit to his community, and we know that he does not make a practice of showing films condemned by the Legion. Yet the church's blast at motion pictures generally could hardly result in anything but the suspicion of his neighbors.

We have operated theatres for more than 50 years. In that time, we have never shown a condemned motion picture. We hold a contract, verbal or written, as a sacred thing, but when we contract for a film that is condemned by the Legion, we pull that film from our schedule. We know many theatre-men who do the same thing because they realize that they are in business to stay, not just for the moment. A quick profit is not worth the alienation of customers whose good will is a business necessity.

We ask Mr. Fitzgerald to put himself in our place or the place of any theatre operator. What is your reaction when your wholesome, well-made family films die at the boxoffice, while across the street, smut is selling tickets? This is just as true in Catholic neighborhoods as in Protestant and Jewish neighborhoods. A family film without the Disney label is boxoffice poison. A tasteless film (provided it has dodged a Legion "C" rating) will outdraw it every time. Talk is cheap. It costs nothing to shout for "decency" and "family entertainment." What the public is willing to pay for is quite a different story.

Let's turn to another of Mr. Fitzgerald's arguments. He says there is no reason "to patronize junk or mediocrity just because it's clean." We agree, but that's really begging the question. Someone once facetiously remarked, "It is the business of the artist to create masterpieces." How true! However, every artistic effort is not a masterpiece, and when the artists in question are turning out more than 200 feature films each year, "masterpieces" are painfully hard to come by. They are at one end of the pole, and "junk" is at the other end. In between are a great number of honest, worthwhile efforts produced with care and taste, and even some "mediocrity," that are worth a great deal more than many films that sell far more tickets.

A boost from the church for a few of these features between "junk" and "masterpieces" could increase the number of good family films available.

Finally, Mr. Fitzgerald states that attendance is down, even in those cities that don't have television. We wonder where these videoless towns are. Perhaps in East Overcoat, Alaska, which is just about blank on our wall map. We would like to know what periods Mr. Fitzgerald is comparing. If he means more people went to the movies in 1946, he is right. If he is talking about the last few years, he is dead wrong. Attendance is on the rise, and new theatre construction indicates confidence in the future.

Now, Mr. Fitzgerald, the ball is back in your court. Blast away!



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A daughter, **Gale**, was born in Booth Memorial Hospital, Queens, N. Y., to Mrs. **Alberta Kerness**, wife of **Neil Kerness**, Warner Brothers' playdate department.

**Michael Eugene** was born at Kaiser Hospital in Hollywood to Mr. and Mrs. **Terry Wooley**. Father is a publicist at Paramount studios.

### Gold Bands

**Shirley Lou Brown**, daughter of **Lou and Helen Brown**, became the bride of **James C. Mitchell**, Chicago. The bride is the daughter of the director of advertising media for Loew's Theatres. The wedding took place at St. Margaret's Church, Riverdale, N. Y.

### Obituaries

**Joseph C. Burdick**, 65, veteran projectionist at the AB-PT Allyn, Hartford, Conn., died at the Memorial Hospital, Manchester, Conn. He was a long-time member of Projectionists' Union Local 486 IATSE.

**William Dixon**, 52, an Odeon Theatres manager since 1959, and prior to that with the Branden Circuit, a former Famous Players partnership in Hamilton, for 24 years, died in Hamilton, Canada. He had also been president of the Hamilton Managers' Association. He is survived by his wife, a son and a daughter.

**Marcello Giosi**, 62, Italian producer and one-time film importer in the U. S., died in Rome, Italy, after a lengthy illness. His widow survives.

**A. M. Holah**, 91, a pioneer in the industry in the Cincinnati area, died at his home in Daytona, Fla. Prior to his retirement in the 1950's, he was a special representative for MGM.

**Jeanette MacDonald**, 57, star of many Hollywood musicals, died of a heart condition in Methodist Hospital, Houston. She is survived by her husband, **Gene Raymond**.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JAN. 18

### "THE SATAN BUG"

Prepare yourself for a rare experience in suspense and adventure. United Artists has a dramatic winner in "THE SATAN BUG," and the screen has an exciting new leading man in **George Maharis**.

This is timely, explosive entertainment that captures the audience early and never lets go. Fine production values and taut direction, combined with powerful special effects and excellent performances, add up to the kind of screen adventure that comes along all too seldom. The Mirisch Company has done it again.

Any theatre that can't make money with this one is in trouble.

JAY EMANUEL

**John Bynum Mickey**, 72, who retired in 1959 as stage manager of the Carolina, Winston-Salem, N. C., died in a VA Hospital at Durham, N. C. He spent 52 of his years with Winston-Salem theatres as stage manager and projectionist. He is survived by his wife, a son, a brother, and four sisters.

**Carl Munzer**, 60, Hollywood Printing and Mailing Service, Philadelphia, died in Hahnemann Hospital as the result of being hit by a hit-and-run driver outside his Vine street place of business. Police later made an arrest in the case. Munzer is survived by his wife and two brothers.

**Herman Starr**, vice-president of Warner Bros. Pictures, Inc., and president of Music Publishers Holding Corp., died at the age of 66 in Mt. Sinai Hospital, New York, after a long illness. The music publishing concern is a wholly owned subsidiary of Warner Bros. Starr joined Warner Bros. in 1920 as an accountant. He is survived by his widow, two daughters, six grandchildren, a sister, and three brothers.



## BROADWAY GROSSES

### Blizzard Freezes Business

NEW YORK—"Snow, snow, beautiful snow!" The near blizzard hurt most everybody, but "Goldfinger" and "My Fair Lady" continued on their merry way.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"FATHER GOOSE" (U). Radio City Music Hall, with usual stage show, announced \$75,000 for Thursday through Sunday, with the sixth week bound to reach \$110,000.

"GOLDFINGER" (United Artists). DeMille stated the fourth week hit \$49,000.

"MEDITERRANEAN HOLIDAY" (Continental). Warner claimed \$14,000 for the fifth week.

"BABY THE RAIN MUST FALL" (Columbia). Loew's State reported \$14,000 for the opening week.

"CHEYENNE AUTUMN" (Warners). Loew's Capitol had \$18,000 on the fourth week.

"KISS ME STUPID" (Lopert). Astor did \$9,500 on the fourth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA). Victoria announced \$9,000 for the fourth week.

"MY FAIR LADY" (Warners). Criterion had \$59,000 for the 13th week.

"SEX AND THE SINGLE GIRL" (Warners). Rivoli did \$12,000 for the fourth week.

"TWO ON A GUILLOTINE" (Warners). RKO Palace claimed \$18,000 for the opening week.

### SW Profit up 9.4%

WILMINGTON—At the annual stockholders' meeting of Stanley Warner, S. H. Fabian, president, announced that the consolidated profit of the company for the quarter ended Nov. 28, 1964, was up by 9.4 per cent.

Fabian said he is optimistic as to the company's future, stating, "We look ahead to another prosperous year. I am confident that 1965 will be a record year as to both gross income and net profit."

The profit for the quarter was \$1,233,400, equivalent to 60 cents per share of common stock. The profit for the November quarter last year was \$1,127,300, or 55 cents per share.

Merchandise sales increased from \$27,304,600 to \$35,430,700. Theatre and television revenues declined from \$9,615,100 to \$9,138,400. Fifteen new theatres are being built in shopping centers.

### Loew's Earnings Rise

NEW YORK—Loew's Theatres, Inc., announced that the earnings for the first quarter ended Nov. 30, 1964, showed income from operations of \$914,900, equal to 38 cents per share, and capital gains of \$134,500, equal to six cents per share, a total net income of \$1,049,400, equal to 44 cents per share, after deduction for income taxes of \$1,130,000.

For the comparable period last year, Loew's Theatres reported a total of net income from operations of \$383,300, or 15 cents per share, after deduction for income taxes of \$549,000. Gross revenues for the quarter amounted to \$20,690,000, as compared with \$19,290,000.



A distribution arrangement was recently set with Allied Artists and the Landau Company in New York. The executives who set the deal are, left to right, **Steve Broidy**, president, and **Claude Giroux**, chairman of the board, of Allied Artists; **Ely Landau**, president, and **Paul Lazarus, Jr.**, officer and partner, in the Landau Company.





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# MGM Shows First Quarter Surge

**Profit Exceeds \$1,500,000  
As Production, Distribution  
Operations Improve; New  
Releases Key Optimism**

NEW YORK—Metro-Goldwyn-Mayer's operations for the first quarter ended Nov. 26, 1964, resulted in a profit of \$1,566,000 or 60 cents per share, compared to the profit of \$685,000 or 26 cents per share reported for the same period of the previous year, MGM president Robert H. O'Brien revealed.

In his letter to MGM stockholders, O'Brien points out that the earnings for the first quarter of fiscal 1965 reflect a continuing improvement in the company's film production and distribution operations.

Accompanying the report was a quarterly dividend check at the rate of 37½ cents per share.

The films on MGM's release schedule for the remainder of the current fiscal year and into 1965-66 are especially strong, O'Brien states, noting that among those now in release, "The Americanization of Emily," acclaimed one of the year's 10 best films by the New York Times, the New York Post, and other publications across the country and in Canada, had an extended and successful run in its world premiere engagement in New York and has just been released more widely in the rest of the country. "Your Cheatin' Heart," the story of Hank Williams, MGM Records' famed country and western recording star, and "Get Yourself a College Girl," which stars a number of young performers, have been well received in their nation-wide engagements.

Radio City Music Hall has selected two MGM releases for presentation. "36 Hours," starring James Garner, Eva Marie Saint, and Rod Taylor, will be the first attraction of the year. This foremost theatre also will present during the spring "The Yellow Rolls-Royce," starring Ingrid Bergman, Rex Harrison, Alain Delon, George C. Scott, Jeanne Moreau, Omar Sharif and Shirley MacLaine. The latter is currently breaking all house records at London's Empire Theatre, in its world premiere engagement.

MGM's distribution schedule through next August, according to O'Brien, includes: "Quick, Before It Melts," with George Maharis, Robert Morse, and Anjanette Comer; "Signpost to Murder," with Joanne Woodward and Stuart Whitman; "The Rounders," with Glenn Ford and Henry Fonda; "The Loved One," made by Tony Richardson, director of "Tom Jones," starring Robert Morse, Jonathan Winters, Anjanette Comer, and Rod Taylor, with guest appearances by Dana Andrews, Milton Berle, John Gielgud, Ruth Gordon, Tab Hunter, Roddy McDowell, and Robert Morley.

Also, "Young Cassidy," based on the autobiography of Sean O'Casey, with Rod Taylor, Julie Christie, and Maggie Smith; Elvis Presley in "Girl Happy"; "Clarence, the Cross-Eyed Lion"; "Joy in the Morning," with Richard Chamberlain and Yvette Mimieux; "She," with Ursula Andress; and "Zebra in the Kitchen."

Elizabeth Taylor, Richard Burton, and Eva Marie Saint will be seen in "The Sandpiper," and Sophia Loren, George Peppard, Trevor Howard, and John Mills in "Operation Crossbow."

## New York IATSE Calls Print Situation Serious

NEW YORK—In a letter sent to all film companies, New York's Local 306, IATSE, said the condition of prints sent to theatres, in some cases with inspected stickers on reels, was so bad that action by the local was necessary.

Steve D'Inzillo, business agent of Local 306, said in the letter that the print situation had "deteriorated to a point where action must be taken. Unless a marked improvement in print condition takes place within the next few months," he stated, "we will have no alternative but to . . . reject the very bad prints; refuse to do extensive print repair during showtime; and charge overtime for any print repairs other than 'normal' inspection for cuts, occasional bad splices, and cue marks."

He said that too many prints were being kept in service long "after they should have been junked."

The condition of the prints has forced projectionists to spend too much time at the rewind table inspecting and repairing film. He said the projectionist would be justified in refusing to run a bad print according to the City Code, "and thereby protect his license."

The letter emphasized that the condition of some prints was so bad that it was resulting in friction between the operator and the theatre owner. Some of the worst prints had inspection stickers even though it was obvious to the operator that it had been a long time since the reels were checked.

For 1965-66, production has begun on the David Lean film of Boris Pasternak's novel, "Doctor Zhivago," with the screenplay by Robert Bolt. The cast includes Geraldine Chaplin, Julie Christie, Tom Courtenay, Siobhan McKenna, Ralph Richardson, Omar Sharif, Rod Taylor, and Rita Tushingham. Carlo Ponti is the producer.

Photography is completed, O'Brien discloses, on a number of releases for the next fiscal year, among them "The Hill," starring Sean Connery; "Once a Thief," starring Alain Delon, Ann-Margret, and Van Heflin; and "Son of a Gunfighter," with Russ Tamblyn.

"Lady L," written and directed by Peter Ustinov and starring Sophia Loren, Paul Newman, and David Niven, is currently before the cameras. Niven also is appearing in "Passport to Oblivion," now being completed at MGM's London studios. Tony Randall is playing the role of Hercule Poirot, Agatha Christie's famed detective, in "The ABC Murders." "The Cincinnati Kid," starring Steve McQueen, Ann-Margret, Edward G. Robinson, Tuesday Weld, and Karl Malden, and "The Money Trap," starring Glenn Ford, Rita Hayworth, Elke Sommer, Joseph Cotten, and Ricardo Montalban, are now in production at MGM's Culver City studios.

Production will begin shortly on "Chinese Finale," which John Ford will direct with a cast of seven feminine stars; "Mister Buddwing," based on the Evan Hunter novel and starring James Garner and Jean Simmons; and "In My Harem," with Elvis Presley.

## Toll-TV U. S. Failures Seen Lesson To England

NEW YORK—Philip F. Harling, chairman, U. S. Joint Committee Against Toll TV, warned Ellis F. Pinkney, secretary, Cinematograph Exhibitors Association of Great Britain and Ireland, against the announced plans of Edward J. Roth, managing director, Tollvision, Ltd., to attempt a three-year test of pay television in England.

Harling asked why British businessmen did not learn from the experience of others and listed the various pay tv projects on this side of the Atlantic, pointing out that "if this does not raise the red flag, then the three companies entering this venture in England are heading for a great big lousy fall—and they deserve it."

After citing the present status of pay tv in Toronto, Hartford, Conn., and in California, Harling told Pinkney, "In England, FIDO has come through loud and clear that the resolution you passed to the effect that if any picture was sold to television, your members would refuse to play any of the company's product in their theatres. This in my opinion is a real crusher, which we legally can't do in America because of our anti-trust laws. In the face of all this, how can anyone jeopardize an investment in such a reckless pursuit with no possibility of ever recouping."

## Fox Int. Names Raphel

NEW YORK—David Raphel, managing director of the international division, has been named vice-president of 20th Century-Fox International Corp., it was announced by Seymour Poe, president. Raphel has been managing director since February, 1964, and prior to coming to New York, was continental and Middle East supervisor in Paris. He has been with the company since 1950, primarily in a sales capacity on the Continent.

In making the announcement, Poe stated, "During the relatively brief period of his direction of the international sales of our company, Raphel has done a remarkable job in sales and organization. He has visited and worked with every Fox territorial manager around the globe. He has built an executive staff both at New York headquarters and in the field second to none. He instigated and has just completed a Salute to the Studio sales drive with unprecedented results. He has, in short, demonstrated judgment and executive stature commensurate with this important new position."

## Conn. Suit Before Jury

HARTFORD—Selection of a U. S. District Court jury began in connection with the \$1,250,000 anti-trust suits brought by the Berlin Drive-In Theatre, Inc., against nine film distributors and seven exhibitors.

The trial, in estimate of the nine lawyers in court, will last a minimum of three weeks. Judge T. Emmet Clarie is presiding.

The Berlin Drive-In claims that the defendants conspired during a period from 1958 to 1960 to keep it from showing first-run motion pictures. The theatre wants \$500,000 from the distributors, \$750,000 from the exhibitors.



# ARE YOU READY FOR Sylvania?

## Sylvia

is

the RCA and DeeJay record push for the Title Song recorded by Paul Anka and the nationwide CREST pocket book promotion.

## Sylvia

is

the most provocative, most unusual advance newspaper, radio and theatre trailer teaser buildup in years.

## Sylvia

is

Paramount's hot word following the special New Year's Eve nationwide showings and city-by-city "opinion-maker" screenings that have started the talkers talking.

## Sylvia

is

the big boxoffice end of a hard-hitting newspaper ad campaign plus eye-catching posters, lobbies, bus and subway cards.



## CARROLL BAKER

IS THE POWDER

## GEORGE MAHARIS

IS THE FUSE

## Sylvia

IS THE BLAST!

## Sylvia

is

the inspiration of the sensational 5-page Carroll Baker splash in PLAYBOY Magazine and the "inside story" scoop in the SATURDAY EVENING POST.

## Sylvia

is

the make-'em-go Radio and TV spots geared to a perfect fit with the provocative newspaper ads.



CO-STARRING  
A MARTIN H. POLL PRODUCTION  
JOANNE DRU · PETER LAWFORD · VIVECA LINDFORS · EDMOND O'BRIEN  
ALDO RAY · ANN SOTHERN · LLOYD BOCHNER · PRODUCED BY MARTIN H. POLL · DIRECTED BY GORDON DOUGLAS · SCREENPLAY BY SYDNEY BOEHM  
Based on the novel by E.V. Cunningham · Title Song Sung by PAUL ANKA



## Sylvia

is

the powerhouse publicity blast featuring a national P. A. tour by George Maharis and a huge fashion tie-up with manufacturers and top department stores.

## Sylvia

is

the most exciting role to date for today's hottest Sex Symbol — Carroll Baker.

## Sylvia

is

what spells \$——. Call your Paramount man. If Sylvia answers, hang on!



# Charlotte, N.C., Anti-Smut Group To Visit Theatres And Newsstands

CHARLOTTE, N. C.—A citizens "anti-smut" committee set up here recently to combat obscenity in motion pictures and on the newsstands agreed that its first job is to visit theatres and newsstands to determine first hand what the situation is.

Chairman Paul Ervin, attorney, said he would name committees on films, reading, information, consultation, public education, schools, and speakers, and ask them to begin work immediately.

One member, Charles Coira, said the committee ought to hear "the side of the distributors," reminding that "they are citizens, too."

Another, James M. Talley, Jr., attorney, told the committee that North Carolina's anti-obscenity law was enacted in 1957, has never been tested in the courts, and that there is question about its constitutionality. He said only hard core pornography can be removed legally and that any other action taken by the committee should be taken in the area of seeking cooperation from distributors and retailers.

The committee emphasized that it intended to educate itself before trying to argue the question of decent versus indecent films and literature with its fellow citizens of the community.

Talley warned the group, "You can't legally get the 'girlie' magazines off the stands." The group decided to meet every other week. The committee was named recently by Mayor Stan R. Brookshire at the request of ministers, church groups, parent organizations, and other groups.

## Durham Grand Jury Asks New Laws On "Obscenity"

DURHAM, N. C.—The Durham County Grand Jury, which recently called for new laws to prevent the showing of "obscene" motion picture films and the sale of "lewd" books and magazines on the newsstands, said it had come to the conclusion that "only the parents, churches, PTA groups, and other interested organizations can effectively guide children" in such matters.

The body's report had prompted Superior Court Judge E. Maurice Braswell to propose the setting up of a citizens' committee to regulate the sale and showing of such material.

The same day the Grand Jury submitted its amended stand on the matter, two clergymen's associations here adopted resolutions taking opposite stands on the issue.

The Durham Ministers Association, the larger group, adopted a resolution stating that it wished "to encourage the 1965 Grand Jury to continue the work begun in such an admirable fashion by the 1964 Grand Jury," and to "urge churchmen in the Durham area to cooperate with such law enforcement agencies in the enforcement of the law and in the creation of a community attitude of respect for law." At the same time, it resolved "that churches be encouraged to provide, through their educational ministry, guidance for creative and responsible participation in community affairs and wholesome direction for young people in the area of sex education."

The group previously had gone on record as being "specifically opposed to any citizens censorship committee" and asking Mayor



Actress Maggie Hayes is flanked by tv personalities Bennett Cerf, left, and John Daly at a planning session for the Damon Runyon Fund benefit premiere of Columbia's "Lord Jim" on Feb. 25 at New York's Loew's State. Cerf and Daly are co-chairman of the premiere committee.

## New Pact For Engineers

NEW YORK—I.A.T.S.E. sound service engineers will receive a wage increase of \$7.50 per week in two annual steps under terms of an agreement announced by Richard F. Walsh, president of the union.

The new contracts with Altec and RCA provide a \$5.00 raise effective Jan. 2 of this year, to be followed by another \$2.50 on Jan. 2, 1966. They expire at the end of that year.

The companies also agreed to grant a third week of paid vacation after 12 years of service. Heretofore it was 15 years. In addition, the sound men will be offered a major medical insurance plan.

## IATSE Midwinter Meet

MOBILE, Ala.—The midwinter meeting of the I.A.T.S.E. general executive board will be held at the Sheraton-Battle House here, the week beginning Monday, Feb. 8, it was announced by President Richard F. Walsh.

Wense Grabarek to appoint an advisory committee "to study the problems of pornography and obscenity as it exists in our community," and to find ways to upgrade the moral climate without censorship.

On the other hand, the Durham Conservative Ministers Association adopted a resolution endorsing creation of a citizens committee to "judge what is obscene" and to regulate the showing of obscene films and the sale of obscene books and magazines.

"We express our hope that the citizens of our city will be as concerned over our moral problem as are the cities of Gastonia and Charlotte in taking action for the creation of such citizens committees," the resolution said.

It commended Judge Graswell, Sheriff J. M. Mangum, and others who have backed establishment of a citizens committee to determine what is obscene and what is not.

Since the Grand Jury filed its original report in December, half of its members have retired after a year's service and have been replaced by new members. In addition, a new foreman of the body has been named.

## Mich. Allied Sees Danger In Censorship Possibility

DETROIT—Highlights from the January Michigan Allied Bulletin are:

The 1965 convention at the Sheraton Cadillac Hotel is set for March 24-25. As previously, there will be a showmanship award to Michigan's showman of the year.

With half the state senators and representatives being new faces, exhibitors are urged to contact them and get to know them.

In an expected flood of more than 200 bills, it is predicted that Workmen's and Unemployment Compensation will be liberalized and the minimum wage raised; censorship and classification are a "definite threat." Bright spot: because the state has a cash surplus, no new taxes are anticipated.

Don R. Pears, former Buchanan exhibitor and once Speaker of the House, who lost in 1962, is back again.

Michigan boxoffice receipts for 1964 are estimated at over \$1.3 million, an increase of four percent over 1963, and the largest since 1950. 1965 is estimated at \$1.375 million.

The Starlite Drive-In, Bay City obscenity case (previously published in these columns), in which Michigan Allied was instrumental in winning an important victory, is cited at great length.

## Cinema Lodge Maps Affair

NEW YORK—A sponsoring and executive committee of more than 70 industry leaders—including such heads of industry companies as Barney Balaban, Robert S. Benjamin, Harry Brandt, Russell V. Downing, Simon H. Fabian, William R. Forman, Leonard H. Goldenson, Salah M. Hassanein, Eliot Hyman, Leo Jaffee, Joseph E. Levine, Irving Ludwig, Harry Mandel, Edward Morey, Charles B. Moss, Marshall Naify, Robert H. O'Brien, Milton R. Rackmil, Walter Reade, Jr., Burton E. Robbins, Samuel Rosen, Solomon M. Strausberg, Spyros P. Skouras, Laurence A. Tisch, Donald S. Rugoff, Abe Schneider, Leslie R. Schwartz, George Weltner and Darryl F. Zanuck—has been named to spearhead the 25th anniversary luncheon of New York's Cinema Lodge of B'nai B'rith at the Americana Hotel on Jan. 28.

The announcement of the committee was made by Leonard Rubin, president of the Lodge, following a meeting of the working committee making preparations for the event, which has been postponed from early December.

Samuel Riznler is honorary chairman of the luncheon; Seymour Poe is chairman; and Emanuel Frisch is co-chairman.

## Fox Promotes Buxbaum

NEW YORK—Harry Buxbaum, former 20th-Fox branch manager in Detroit, has been appointed central division manager, it was announced by Joseph M. Sugar, vice-president in charge of domestic sales. He will have his headquarters in Chicago. Buxbaum replaces Robert C. McNabb, who has been put on a leave of absence due to illness.

Buxbaum, who joined the company as Detroit branch manager last June, previously worked for Universal for five years as branch manager in Cleveland and Chicago. Prior to that, he was employed by Paramount from 1949 to 1959 as sales manager in Philadelphia, and as branch manager in Cleveland. From January, 1941, to June, 1949, he was a booker, salesman, and assistant branch manager for MGM.



## N. Y. Assemblyman Defends New Classification Bill

ALBANY—Assemblyman James E. Powers, Monroe County Democrat and Rochester high school teacher of economics, made it crystal clear on his first day of service in the Legislature that amendments to his bill creating a Board of Review to classify all films for exhibition in New York State as for "General Viewing" or "Adults Only" may be made, but there will be no diluting of the measure's purpose.

He put the latter thus: "The only way we can protect ourselves from censorship is to take reasonable precautions in safeguarding that element in the society about which we are, and must be, concerned—the children."

"If state law prohibits the sale of alcoholic beverages to those under 18, no reason exists in logic or morality why the state cannot prohibit the admission of children, unaccompanied by a parent or parents, to a theatre showing an Adults Only film," the 33-year-old Powers declared.

Children differ from adults, Powers stressed. There are many motion pictures "suitable" for adults which children "should not view—certainly if unaccompanied by their parents."

The highly-educated, fluent new solon conceded that his measure could be changed to include "guardians or other authorized adults" among those who might attend an "Adults Only" release with youngsters.

He likewise conceded that "the mechanics" of the proposal—the location of the five-member board's offices, for instance—might be specified.

Powers thought the plan of resting the appointive power in the hands of legislative leaders and the Governor (two Board members would be named by the Senate Temporary President, two by the Assembly Speaker and one by the Chief Executive) was "sound."

"Politics had no part in this," he added. Pay of Board of Review members would be "minimal"—\$25 daily when meeting. The authority of the Regents and of the Motion Picture Division, State Education Department, to license films would not be affected, Powers pointed out.

Powers politely but emphatically rejected the argument that "classification is a form of censorship."

## Frisco Wildcatters Ousted

SAN FRANCISCO—The leaders of Projectionists Local 162 IATSE, who defied their international leaders and called the wildcat strike at the Coronet which resulted in a 19-day blackout of 46 theatres, have been ousted and old leaders restored to their positions in the local.

As a result of an appeal with the International, the old leaders were restored to office. They are Roy Johnson, Ed Ponn, and Henry Meyer, president, secretary, and business agent respectively.

## Brandt Battles Blind Bids

MIAMI BEACH, FLA.—Harry Brandt, president, Independent Theatre Owners Association, accepted an invitation to join the Allied board of directors at their meetings last week in the Eden Roc here and joined with the executive committee in a discussion of blind bidding.

"Blind bidding practices," Brandt stated, "are getting out of hand and becoming more destructive. Something must be done about it. That's why I'm meeting with Allied."

# NGC Files Fourth Anti-Trust Suit; All Allege Calif. Product Denial

## Check Kids' Filmgoing, N. Y. Parents Urged

NEW YORK—New York City Commissioner of Licenses Joseph C. DiCarlo urged parents to check motion picture theatres in local neighborhoods and elsewhere on violations of the order that unaccompanied children under 16 can not attend film showings unless there is a special provision made for a properly supervised children's section.

## IFIDA Honors Brandon For Aiding "Free Screen"

NEW YORK—Brandon Films and its president, Tom Brandon, was to receive a special IFIDA citation for "activities in behalf of a free and better screen," it was announced by Jean Goldwurm, chairman of the festival and awards committee of the Independent Film Importers and Distributors of America. The presentation was to take place last night (Jan. 19) at the IFIDA dinner at the Hotel Americana.

Brandon and his company were also singled out for encouraging the distribution of fine foreign and American independent motion pictures in the domestic market over a period of 30 years through importation, distribution, exhibition, and extensive promotional literature and projects.

Brandon pioneered in the development of audiences in the U. S. for films from Europe and in the Far East, especially from France, Italy, Japan, Denmark, and the U.S.S.R., and has organized festivals and retrospective series of showings that have kept high quality foreign films before audiences for over three decades, often opening the way for art theatres to come into existence in various areas.

Brandon is chairman of IFIDA's censorship committee and has been in the forefront of industry activity in the effort to forestall restrictive legislation. He designed the original plan which led to industry participation in National Bill of Rights Day. He also produced the prize-winning short, "The Great Rights," dealing with the Bill of Rights and the basic freedoms guaranteed under the United States Constitution, which received the American Bar Association's Award for Public Service.

Walter Reade, Jr., was dinner chairman. Members of the awards committee, besides Goldwurm, included Munio Podhorzer, Casino Films; Milton Platt, Continental Distributing; and Daniel Frankel, Zenith International.

## Writer Poe To Direct

HOLLYWOOD — Mike Frankovich announced that Columbia Pictures has signed Oscar-winner James Poe to write and direct four films. This marks the veteran screenwriter's debut as a director. First on the schedule will be Poe's original screenplay, "The Gambler," a drama to roll under Poe's direction in the fall in Las Vegas and at the studio.

SAN FRANCISCO—A fourth lawsuit has been filed by a National General Corporation subsidiary against Raymond Syufy, Syufy Enterprises, Inc., and numerous other Syufy-controlled corporations, alleging that the defendants and co-conspirators combined and conspired to injure and destroy theatres.

Fox Salinas Theatres, Ltd., the operator of the Fox, Salinas, Calif., filed suit for \$300,000 treble damages in the United State District Court in San Francisco, alleging that Raymond Syufy, Syufy Enterprises, Inc., numerous other Syufy-controlled corporations, Junipero Serra Theatres, Residential District Theatres Company, Consolidated Theatres, Inc., and Universal Film Exchanges, Inc., Paramount Film Distributing Corporation, and Columbia Pictures Corporation, together with co-conspirators, including United Artists Corporation, have combined and conspired to injure and destroy the Fox, Salinas.

The suit alleges that all of the defendants and co-conspirators have combined and conspired to set up a system of licensing and exhibiting motion pictures in the greater Salinas area for their own personal gain and to the detriment of all other first run motion picture exhibitors in the Salinas area.

The complaint alleges that this system of runs and clearances has been designed to favor theatres operated or controlled by Raymond Syufy and Syufy Enterprises, Inc., and his co-conspirators, without requiring them to compete or negotiate competitively in the open market with any other first run exhibitors. The complaint further alleges that, in effect, the distributors have surrendered their rights to lawfully and independently determine the outlets for their product to Syufy and his wholly-owned and controlled corporations.

In addition to damages, plaintiff seeks injunctive relief to prevent any further alleged illegal action by the defendants. Swerdlow, Glikberg & Shimer represent the plaintiff.

Three previous lawsuits have been filed by National General Corporation subsidiaries:

On Dec. 31, NGC's Southwest Amusement Corporation filed a suit for \$600,000 treble damages against the same defendants for denying access to first run pictures in San Francisco.

On Jan. 5, another suit was filed by Fox West Coast Theatres Corporation for \$1,200,000 treble damages alleging that the same defendants are denying product to FWC theatres in Oakland.

On Jan. 7, a third suit was filed for \$600,000 treble damages by Sacramento Hippodrome Theatre, Inc., and Sacramento Theatres, Inc., alleging that the defendants are denying first run motion pictures to the Crest and Fox Senator, Sacramento.

## "Yellow Rolls" To Hall

NEW YORK—MGM's "The Yellow Rolls-Royce," currently setting records in its world premiere engagement in London, will make its American debut in the spring at New York's famed Radio City Music Hall, it was announced jointly by Russell V. Downing, president of the Music Hall, and Morris E. Lefko, MGM vice-president and general sales manager.



# Theatre, Production Increase Keys Forman Optimism On Cinerama Future

PARIS, FRANCE—Two Cinerama theatres in every major city in the world is the near-term objective of Cinerama, Inc., as stated by company president William Forman on his arrival in Paris. He will spend a month abroad meeting with foreign distributors and exhibitors.

Two such theatres already exist in New York, Los Angeles, London, and Paris. Second theatres will be opening shortly in Chicago and Detroit, and plans are now being drawn for companion Cinerama theatres in other major cities.

In addition, a program of opening Cinerama theatres in smaller population centers is operating at a rapid pace, with new theatres having opened recently in Birmingham, Ala., Orlando, Fla., San Jose, Calif., and Las Vegas, Nev. A substantial number of others will follow during 1965, adding to the existing total of 67 Cinerama theatres in the U. S. and Canada.

With another 59 Cinerama theatres now in operation in 26 foreign countries, Forman stated that an additional six new theatres will open overseas this winter, with still more scheduled for later in the year.

"The emergence of Cinerama as a top-grossing attraction globally has exceeded all expectations," Forman stated. "Both the distributor and exhibitor stand to benefit significantly."

Forman's positive attitude reflects the company's up-swing since the Chemical Bank New York Trust Company recently agreed to provide interim financing.

For the first time in company history,

Cinerama is now in a position to guarantee its exhibitors a continuous flow of product for exhibition in the Cinerama process.

George Stevens' "The Greatest Story Ever Told" is set for a Feb. 15 release through United Artists, which will also release the Mirisch Brothers' production of "Hallelujah Trail" in the Cinerama process in July.

Forman has concluded two additional major co-production deals. The first, "The Battle of the Bulge," is with United States Productions, with Warner Bros. releasing. The other, "Grand Prix," is a three-way deal between Cinerama, John Frankenheimer Productions, and (Kirk) Douglas and (Edward) Lewis Productions. A releasing company for this one has not yet been announced.

Noting that more production deals will be announced shortly, Forman added: "We are exercising extreme care in selecting films to be exhibited in Cinerama. Exhibitors know that Cinerama has proven itself to be a major 'star' in its own right and a growing number of producers are now anxious to have their properties filmed in the Cinerama process."

Where not long ago, a shortage of product existed, there now exists, according to Forman, "the possibility of a log jam, if we are not careful. For the time being, we will limit production to three or, at the most four, pictures a year."

Forman added that Cinerama is not interested in entering distribution "at this time," and added that no one distributing company would be handling all of Cinerama's product.

## National General Surge Allows Four Cent Dividend

LOS ANGELES — Directors of National General Corp., Los Angeles-based entertainment company, declared a regular quarterly cash dividend of four cents per common share, it was announced by Eugene V. Klein, president and chairman.

The dividend is payable March 1 to shareholders of record Feb. 12.

Klein said that the dividend rate, which was raised in October, 1964, from three cents per share will be reviewed from time to time by the board of directors with a view toward further increase at "the proper time."

National General Corp., operator of the nation's second largest chain of movie houses, reinstated cash dividend payments last year after consolidation of an expansion program that required the full conservation of cash for several years, Klein, said.

The company, which owns 216 theatres in 16 western states, earned 70 cents per share from operations on gross revenues of \$59,049,000 in the fiscal year ended Sept. 29, 1964, up from 35 cents per share on \$48,273,000 in fiscal 1963.

Lee E. Thorn, controller for National General, has been elected an assistant treasurer of the company. Thorn will be in direct charge of all accounting functions under Alan May, vice-president and treasurer.

Paul F. Scherer, who has been assistant treasurer and assistant secretary for 10 years, will continue to be responsible for the company's cash functions.

## Heller Heads MPO Pictures

NEW YORK—MPO Videotronics, Inc., producer of tv commercials and industrial films, announced its entry into the theatrical feature film field.

Paul M. Heller, producer of "David and Lisa," was named president of the new division, which will be known as MPO Pictures, Inc.

The first project tentatively scheduled to enter production will be the film version of Pamela Frankau's novel, "The Duchess and the Smugs."

Heller's second film, "The Eavesdropper," is soon to be released by Royal Films International, Inc.

Heller stated that the new division would create, develop and produce motion picture properties for theatrical distribution either alone or in association with other directors, producers, or distributors. Distribution of the films produced would be determined on a picture-by-picture basis.

## D. C. 'Spycase' For 'Carry On'

WASHINGTON—"Carry On Spying," advertised as the "Wildest Spy Comedy of the Year," will premiere in 13 selected theatres in the Washington, D. C., metropolitan area on Jan. 27. The film will be supported by a broadly based exploitation campaign, announced Sheldon Tromberg, president of Box-office Attractions, Inc., regional independent distributor. Thousands of "Intelligence and Decoding Kits" will be handed out gratis to all "spysoppers at the boxoffice."

"Spy Placements" will be distributed to restaurants throughout the area, and review quotes by local exhibs will be used in the newspaper ads.

# \$104,000 From "Fair Lady" Benefit Helps Expand Hospital TB Research

NEW YORK—The continuing expansion of the activities of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories at Saranac Lake, N. Y., in the field of tuberculosis treatment and research was outlined at a luncheon at "21," as Mrs. Winston F. C. Guest, Mrs. Herbert Scheftel, and Mrs. William S. Paley, co-chairmen of the recent "My Fair Lady" world premiere fund-raising drive, were honored with the presentation of gold medallions.

Samuel Rosen, executive vice-president of the Stanley Warner Corp., who is treasurer of the Will Rogers Memorial Fund, in making the presentations, explained the contributions Will Rogers is about to make to tuberculosis control in areas of high incidence of tuberculosis through the use of BCG INH-resistant TB vaccine. Developed by Morris Dworski, director of the clinical laboratories at Will Rogers, the vaccine has been fully tested and will now undergo further evaluation in a part of the world where TB is rampant. Rosen stated he was not at liberty to divulge the part of the world where these tests are being planned.

Rosen further disclosed that as a result of the almost \$104,000 announced by Will Rogers Memorial Fund president Ned. E. Depinet

as having been raised through the "My Fair Lady" benefit premiere, work would start this coming summer on a new Medical and Research Library at Will Rogers as a memorial to the late president of the hospital, Abe Montague. The building will be designed in stone and half timber in keeping with the exterior of the other buildings, and it will be modern in every respect. The site is described as ideal, with views to the east and south over the valley and to the mountain. The library will be on the ground level, and the second floor will house seminar and lecture rooms with a capacity of 200, and will include projection and recording equipment.

In his opening remarks, Rosen explained that the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories are rapidly earning medical respect and attention. Through the unique development of having both research laboratories and equipment and patients in the field of lung disease, the Will Rogers program, Rosen explained, has moved forward in the past four years with a greatly enlarged medical program and summer institute, which brings professors and students from their universities throughout the world to Saranac Lake for the summer at the O'Donnell Laboratories and the weekly research seminars.



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1965





**CARY GRANT  
LESLIE CARON**



**FATHER GOOSE**  
TECHNICOLOR®

co-starring

**TREVOR HOWARD**

Screenplay by PETER STONE and FRANK TARLOFF  
Produced by ROBERT ARTHUR • Directed by RALPH NELSON  
Based on a story by S. H. BARNETT • A Granox Company Production  
A Universal Release



Rock Gina  
**HUDSON • LOLLOBRIGIDA**  
**GIG YOUNG**

**STRANGE  
BEDFELLOWS**

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co-starring **EDWARD JUDD**

with **ARTHUR HAYNES**

and guest star **TERRY-THOMAS**

Screenplay by MELVIN FRANK and MICHAEL PERTWEE  
Produced and Directed by MELVIN FRANK  
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**JAMES STEWART**

**SHENANDOAH**  
TECHNICOLOR®



co-starring

**DOUG McCLURE · GLENN CORBETT**  
**PATRICK WAYNE · ROSEMARY FORSYTH**

PHILLIP ALFORD · KATHARINE ROSS  
with TIM McINTIRE · GEORGE KENNEDY  
CHARLES ROBINSON · PAUL FIX · JAMES BEST

Written by JAMES LEE BARRETT

Directed by ANDREW V. McLAGLEN

Produced by ROBERT ARTHUR · A Universal Picture

**SANDRA DEE**  
**BOBBY DARIN**  
and  
**DONALD O'CONNOR**

as *Harley Greenon*



*That*  
**FUNNY**  
**Feeling**  
TECHNICOLOR®

co-starring **NITA TALBOT · LARRY STORCH**  
**LEO G. CARROLL**

Screenplay by DAVID R. SCHWARTZ

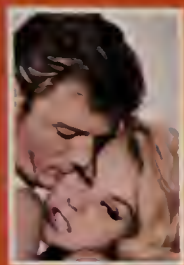
Directed by RICHARD THORPE

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**FOR 1965**







**ANN-MARGRET  
MICHAEL PARKS**



**WILLIAM INGE'S  
BUS RILEY'S  
BACK IN TOWN**

*in Eastman COLOR*

co-starring  
**JANET MARGOLIN • BRAD DEXTER  
LARRY STORCH**

Screenplay by WILLIAM INGE • Directed by HARVEY HART  
Produced by ELLIOTT KASTNER • A Universal Picture



**ROBERT TAYLOR  
BARBARA STANWYCK**



**WILLIAM CASTLE'S  
THE NIGHT  
WALKER**



co-starring **JUDITH MEREDITH  
LLOYD BOCHNER** as "The Dream"  
Also Starring  
Screenplay by ROBERT BLOCH  
Produced and Directed by WILLIAM CASTLE • A Universal Picture

**HAYLEY MILLS  
JOHN MILLS  
JAMES MacARTHUR**



*The  
Truth  
about  
Spring*  
TECHNICOLOR®



co-starring **LIONEL JEFFRIES** as "Cark"  
and Guest appearance of  
**DAVID TOMLINSON**  
Screenplay by JAMES LEE BARRETT  
Directed by RICHARD THORPE  
Produced by ALAN BROWN  
A Quota Rentals Ltd. Picture • A Universal Release



*Their Riotous NEW Full-Length  
Motion Picture*

**ERNEST BORGNINE  
JOE FLYNN  
TIM CONWAY**



**McHALE'S NAVY**  
Joins the  
**AIR FORCE**

Co-starring the whole McHale's Crew  
**CARL BALLANTINE • GARY VINSON  
EDSON STROLL • BILLY SANDS  
JOHN WRIGHT • YOSHIO YODA  
BOB HASTINGS • TECHNICOLOR®**  
Produced by EDWARD J. MONTAGNE • Associate Producer SI ROSE  
A Universal Picture

**UNIVERSAL**



The co-producer of the  
**JAMES BOND THRILLERS**  
 brings you a **NEW** kind  
 of **SUSPENSE!**

HARRY SALTZMAN  
 presents  
**THE  
 IPCRESS  
 FILE**

TECHNICOLOR TECHNISCOPY

starring

**MICHAEL CAINE**

NIGEL GREEN • SUE LLOYD • GUY DOLEMAN

Screenplay by BILL CANAWAY and JAMES DORAN

Directed by SIDNEY FURIE

Produced by HARRY SALTZMAN

Executive Producer CHARLES KASHER

A Steven S.A. Production for Universal Release

**JAMES GARNER  
 DICK VAN DYKE  
 ELKE SOMMER  
 ANGIE DICKINSON**



in A ROSS HUNTER  
 production

*The ART  
 OF LOVE*  
 TECHNICOLOR®

Also Starring

**ETHEL MERMAN** as "Madam  
 Coco"  
**PIERRE OLAF**

Screenplay by CARL REINER

Based upon a story by

RICHARD ALAN SIMMONS and WILLIAM SACKHEIM

Directed by NORMAN JEWISON Produced by ROSS HUNTER

A UNIVERSAL-ROSS HUNTER-CHEROKEE PICTURE

**TONY RANDALL  
 SHIRLEY JONES**



**FLUFFY**  
 in COLOR

co-starring

**EDWARD ANDREWS  
 HOWARD MORRIS • JIM BACKUS**  
 ERNEST TRUOX • FRANK FAYLEN • DICK SARGENT  
 CELIA KAYE • ADAM ROARKE

and Introducing **FLUFFY**

Written by SAMUEL ROECA • Directed by EARL BELLAMY

Produced by GORDON KAY

A Universal-Scarus Inc. Production • A Universal Picture

**ROCK HUDSON  
 LESLIE CARON  
 CHARLES BOYER**



**THE FAVOR**  
 TECHNICOLOR®

co-starring

**WALTER SLEZAK • DICK SHAWN**  
 LARRY STORCH • NITA TALBOT  
 JAY NOVELLO • MARCEL HILLAIRE

Written by STANLEY SHAPIRO and NATE MONASTER

Directed by MICHAEL GORDON • Produced by STANLEY SHAPIRO

Executive Producer ROBERT ARTHUR

A Lankershim Production • A Universal Picture

FOR 1965



**CHARLTON HESTON  
RICHARD BOONE**

**THE  
WAR LORD**

**TECHNICOLOR®  
PANAVISION®**



co-starring

**ROSEMARY FORSYTH  
GUY STOCKWELL  
NIALL MacGINNIS**

Also Starring

**MAURICE EVANS**

Screenplay by JOHN COLLIER and MILLARD KAUFMAN

Based upon the play "THE LOVERS" by LESLIE STEVENS

Directed by FRANKLIN SCHAFFNER • Produced by WALTER SELTZER

A COURT PRODUCTION • A UNIVERSAL RELEASE

**GREGORY PECK**

in  
**MIRAGE**



co-starring

**DIANE BAKER**  
KEVIN McCARTHY • JACK WESTON  
LEIF ERICKSON • WALTER ABEL  
GEORGE KENNEDY

and

**WALTER MATTHAU**

as Caselle

Screenplay by PETER STONE

Directed by EDWARD DMYTRYK

Produced by HARRY KELLER • A Universal Picture

**UNIVERSAL FOR 1965**





## Movielab's Jeffee Heads N. Y. Golden Heart Club

NEW YORK—Jack Levin, chief barker, of the New York Variety Club, Tent 35, announced that Saul Jeffee, president of Movie-lab, Inc., has been named chairman of the Golden Heart Club, which will be an important fund-raising arm for the Variety Children's Heart Center at the New York Medical College-Flower Fifth Avenue Hospitals.

S. H. Fabian, president of Stanley Warner Theatres, is serving as campaign chairman, and James Carreras, Variety's international chief barker, is honorary chairman of the project, which will require \$250,000. The new Variety hospital pavilion will be devoted solely to infants born with cardiac malfunctions.

Jeffee reported that members of the Golden Heart Club will contribute \$1,000 or more annually for five years, and a likeness of the donors or their loved ones will be etched in metal in acknowledgement and gratitude, to be placed in a "Golden Heart Hall of Honor" in the lobby of the new building.

## Seminar For "Sylvia"

NEW YORK—A special merchandising seminar on Martin Poll's "Sylvia" was to be held for New York area exhibitors yesterday (Jan. 19) at the Paramount home office.

All theatre managers and advertising-publicity personnel concerned with the February "Showcase" engagement of "Sylvia" were invited to the meeting, which was to include a screening of the Carroll Baker-George Maharis starrer and a presentation and round-table discussion of the explosive all-media campaign.

Representing Paramount at the meetings were to be Martin Davis, vice-president in charge of advertising and public relations; Joseph Friedman, assistant director of advertising and publicity; Hy Hollinger, publicity manager; Ted Lazarus, advertising manager; Bernard Serlin, exploitation manager; and Myron Sattler, New York branch manager.

## UA Postpones "Khartoum"

NEW YORK—The start of Julian Blaustein's production of "Khartoum" has been postponed, it was revealed by United Artists. The postponement was attributed to the political situation in the Sudan where location filming of the picture was to have taken place.

While Blaustein could have proceeded immediately with filming in Egypt or Morocco and still met his starting date with co-stars Burt Lancaster and Sir Laurence Olivier, he preferred not to enter production without full preparation. As a result, he suggested the postponement to United Artists.

Blaustein has returned to his London head quarters in order to survey other potential locations and to prepare new production plans for the start of the film.

## Pa. House To Broumas

CONNELLSVILLE, PA.—John G. Broumas, president of the rapidly expanding Broumas Circuit, announced that Broumas Theatres has acquired the Orpheum Theatre here. The Orpheum was formerly part of the Notopoulos Circuit headquartered at the Olympic, Altoona, Pa. The Orpheum will come under the direct supervision of K. A. Vaveris, Pennsylvania zone manager for the Broumas Circuit. Vaveris is headquartered at the Westwood Plaza Theatre, Johnstown, Pa. The theatre will continue to be managed by William Woodward.

# The NEW YORK Scene

By Mel Konecoff

ACTOR NICK ADAMS IS DETERMINED TO REALIZE A LIFE-LONG AMBITION—to become a movie star—no matter what the effort or hardship involved. He's well on his way, in his own estimation, in the forthcoming "Young Dillinger," which Allied Artists will release. He related across the luncheon table at Sardi's the other day how, as a youngster back in Jersey City known as Nick Adamschock, he dreamed of getting into pictures. At 18, he hitchhiked to Hollywood to make his mark.

Since then, he's appeared on countless television shows and in a number of films, but he thinks that "Young Dillinger" really is it—a commercial as well as artistic success. He also gets a piece of the action, 25 per cent of the producer's profits, which we know producer Al Zimbalist won't mind parting with. The film, which co-stars Robert Conrad, John Ashley, Mary Ann Mobley, Victor Buono, and Dan Terranova, cost about \$350,000 on a 15-day shooting schedule after adequate rehearsals. He compared it to a normal 60-day shooting schedule elsewhere, and he expected the film to gross 4½ million.

So pleased are Allied Artists executives, said he, that as soon as he finds another suitable property, they have assured him that the needed backing will be forthcoming. This makes him happy because he likes the vim, and vinegar exhibited by the AA organization. On the subject of film-making, he wants to make pictures in the U. S. only, and as far as he's concerned, he will never make a picture abroad.

Adams will spare no effort to help in the selling. As soon as the plans for release are finalized with a March 10 date in mind, he will travel far and wide doing the tv and radio circuits, newspaper and magazine interviews, etc., because over the years he has learned that hitting the road is most important. He'll even go to Saigon to plug the picture when Loew's or RKO opens a house there.

Jack Goldstein, AA's national advertising and publicity director, reported that a host of materials and tie-ins are being readied for the film's release, such as paper-backs, records for teens, etc. Adams was assured that his film will be the first one screened for consideration as the U. S. entry at the Cannes Film Festival.

Adams wants to make as many features as he can, claiming picture-making is much better than television, with the latter but a stepping stone to movies and a fine way to become known by audiences. After that, three pictures per year could insure a star remaining around on the scene for years. Of course, a fresh approach in films helps, and he's determined to try to use same in each of the features he or his company turns out.

The energetic actor proclaimed that he reads the trade papers faithfully, and he is especially attentive to the comments made by theatremen, following their advice as much as possible. One exhibitor, Sherrill Corwin, he said, saw "Young Dillinger" and called it the best picture he's seen in years. Adams likes it, too. He predicted that many viewers will come to see it at least twice. *Allevi.*

(Footnote: Just to show you how on the ball we are in the gossip department, many of you will remember the headlines Adams made discussing his stormy married life on the Les Crane show last week. Well, at the luncheon table, he reported that his wife might be leaving him because he was working too hard and too long on his pictures, but we brushed it off as just conversation. Oh, well. . . .)

**SORROW DEPARTMENT: UA NOW REVEALS THAT APPROXIMATELY 30 "GOLD bricks" disappeared each day during the filming of the Fort Knox sequence of "Goldfinger." They finally had to post a guard to thwart the "crooks." With all the money that the picture was bound to make, they could have used real gold in the bricks. And if they still feel badly about the loss, we have a "gold" brick with Archie's signature on it that they can have back. It was featured in a film that will be unnamed but was recently shown on local tv.**

**ATTENTION LORD JIM: DEAR LORD: WE HAVE YOUR LIGHTER FROM SIAM. We know it's yours because it has your name on it. Please return ours which should have the inscription, "Lord Mel," thereon. May kerosene light your way always.**

**A MATTER OF VARIETY: A TURNAWAY CROWD OF OVER 350 JAMMED THE Versailles Room at the Hotel Astor last week to see the new slate of Variety Club of New York officers sworn in; to listen to expressions of gratitude by chief barker Jack E. Levin for the accomplishments of individual members over the past year; to hear Variety International's property master, Nat Nathanson, who was also luncheon chairman, expound on the potential and expectations he had for Tent 35; and to hear comic Lou Saxon entertain.**

Nathanson extended greetings from the international crew, and he reported that 31 Sunshine Coaches are presently operating in 29 cities in the U. S. The New York Tent has one in operation and two on order. In the near future, he expected to see at least one of the Coaches in each Tent city in the U. S.

Levin was grateful for the assistance provided him over the past year, and he looked forward to an even better year during his second administration, with all cooperation pledged by various people.

Aboard the double dais were William Reddick, Mrs. George Waldman, Charles Alicoate, Charles Boasberg, Harold Roth, David Rosen, Harold Klein, who swore in the new slate, Levin, Nathanson, Irving Dollinger, Charles Smakwitz, Saul Jeffee, James Velde, Max A. Cohen, Ira Meinhardt, George Waldman, Mel Konecoff, Max Kessler, Mort Sunshine, Mel Gold, Morris Lefko, Nat Fellman, Razz Goldstein, Walter Reade, Jr., Harry Mandel, Sam Rosen, Russell Downing, Sam Rinzler, Ned Depinet, Claude Giroux, Burton Robbins,

(Continued on page 12)



# Eight Universal Features Shooting In Three-Month Production Surge

UNIVERSAL CITY, CALIF.—In the greatest burst of production activity seen at Universal in more than a decade, the studio will launch eight important feature pictures, all in Technicolor, during the first three months of this year, it was announced by Edward Muhl, vice-president in charge of production.

This is the largest number of features the studio has started in the first three months of any year since 1953, when 11 were put before the cameras. However, that was when the studio was operating under a completely different policy of making 32 to 34 pictures annually.

The high production pace planned for the coming three months is indicative of an even greater number of pictures being made this year than the 20 features on the 1964 schedule, which exceeded the studio's output for any year since 1957.

First of the new pictures to start was Mervyn LeRoy's "Moment to Moment," starring Jean Seberg, Honor Blackman, Sean Garrison, and Arthur Hill, which began shooting on the French Riviera with LeRoy producing and directing.

Others slated to go during the three month period are:

"The Rare Breed," starring James Stewart and Maureen O'Hara, which Andrew V. McLaglen will direct for producer William Alland.

"Madame X," Ross Hunter production starring Lana Turner.

"The Faceless Men," an outdoor adventure drama to be produced by Harry Tatelman and directed by Earl Bellamy.

"Blindfold," Universal - Seven Pictures - Blackhill co-production starring Rock Hudson and Claudia Cardinale, with Philip Dunne directing for producer Marvin Schwartz.

"McHale's Navy Joins the Air Force," starring Ernest Borgnine, Joe Flynn, and Tim Conway, with Edward Montagne producing directing.

"Love and Kisses," starring Ricky Nelson, which Ozzie Nelson will produce and direct.

"And Now Miguel," a Robert Radnitz production based on Joseph Krumboltz's Newbery Medal winning novel.

## Marenstein Joins Rizzoli

NEW YORK—Irving Sochin, vice-president and general sales manager of Rizzoli Film Distributors, Inc., has announced the addition of Harold Marenstein to his New York staff. Marenstein, who has broad experience in motion picture sales, will assist Sochin on forthcoming distribution plans for Rizzoli film product, concentrating his efforts mainly in the New York metropolitan area.

Formerly assistant sales manager for Janus Films, Marenstein was more recently associated with Zenith-International. He made his start in the film industry with Warner Bros. in 1935, and subsequently was associated with Loew's, Inc., Paramount, and Selznick Releasing Organization.

## MGM Pact For Presley

HOLLYWOOD — Elvis Presley has been signed to a new three-picture contract with Metro-Goldwyn-Mayer.

First feature under the new contract will be "In My Harem," slated for an early 1965 start with Sam Katzman producing.



Producer William Castle is seen with Barbara Stanwyck in New York on an extensive promotional tour on behalf of Universal's "The Night Walker."

## Vandalism Closes "Going" Theatre In Saginaw, Mich.

SAGINAW, MICH.—It's a mighty sad commentary on our times when a palace designed for peace and pleasure is closed because of fear of physical injury and property damage. Yet that is exactly what happened, when on Jan. 15, veteran circuit operator Edward C. Johnson failed to renew his lease on the Michigan.

What dictated his decision was an episode last Christmas. For some time, Johnson had relays of security guards, but on this holiday of peace and good will permitted them to spend it with their families.

About 1,000 teen-agers were in the house and began to riot. This included one 17-year-old later apprehended complete with switchblade. By the time police arrived, 250 seats had been slashed, the concession stand smashed and looted of \$200. Total damage was \$1,000.

Johnson told reporters the house was a profitable operation. However, when the cost of guards is added to normal expenses, something of the bloom comes off the rose.

He concluded, "It's a crime to close a going business, but if I continued to operate, everybody's life might be in danger. There just has been too much vandalism and disorder." Johnson continues to operate the Court, Saginaw, and the West Town, Bay City.

## Embassy Names Two V-Ps; Expands Distribution Setup

NEW YORK—Embassy Pictures Corporation has appointed two new vice-presidents, reflecting promotions of staff executives, it was announced by Joseph E. Levine, president.

D. J. Edele has been elected vice-president and general sales manager, and John Downing has been elected vice-president.

Edele joined Embassy Pictures in April, 1964, as general sales manager. Previously, he was metropolitan New York division manager for United Artists. Edele entered the motion picture industry in 1935, with Paramount Pictures in St. Louis, subsequently holding various executive sales positions with Warner Bros., Film Classics, United Artists, and Embassy.

Downing joined Embassy in August, 1958, and has served in a variety of administrative executive positions since, most recently as manager of exchange operations. Previously, he had been Boston branch manager for Republic Pictures and had held various executive positions with RKO Radio Pictures. He entered the motion picture industry in 1919 with L. J. Selznick's Select Pictures.

Embassy also has made two new appointments to its legal staff, it was announced by Harold Berkowitz, vice-president and general counsel.

Paul A. Baumgarten and Barry R. Goldberg have joined Embassy's legal department.

Prior to joining Embassy, Baumgarten was resident counsel at Hill & Range Songs, Inc., New York City, and with the legal department of Warner Bros. Pictures, Inc.

Goldberg most recently was with the legal department of The Dramatists Guild of the Authors' League of America, Inc., in New York City.

Continuing the expansion of its distribution facilities, Embassy has formed a new contract department, it was announced by Edele.

Don Allen has been appointed head of the new contract department. Allen most recently was with Allied Artists Pictures, having served in a number of administrative positions the past 11 years, the last four as head of the contract department.

Embassy also has opened a new branch office at 1000 Currie avenue, Minneapolis. Supervised by F. J. Lee, Great Plains manager, the new branch office will service the Omaha, Des Moines, and Minneapolis exchange areas.

## Lambert Joins Para

NEW YORK—The appointment of Walter J. Lambert as tax manager for Paramount Pictures Corporation was announced.

## THE NEW YORK SCENE

(Continued from page 11)

Ernest Sands, Bernard Myerson, Joe Sugar, Lou Saxon, Fred Lowe, and Adam Shanks.

The new officers sworn in included Levin, Irving Dollinger, first assistant; Charles Smakwitz, second assistant; Harold Roth, property master; and E. David Rosen, dough guy.

THE METROPOLITAN SCENE: ARA R. PARSEGHIAN, HEAD FOOTBALL COACH at Notre Dame, will do public relations for Pepsi Cola during the off-season, making personal appearances and speaking before selected groups. Wonder if he would like to address the 20th Century Fox Family Club about that star football player J. Goldfarb. . . . Sorry to hear about the death of Daily News critic Dorothy Masters. She was a nice person. We were also sorry to hear about Universal's Herman Kass losing his mother and Fox's Jonas Rosenfield losing his dad. . . . Belated greetings in from Si Seadler, Hortense Schorr, Ed Hyman, Bob Shapiro, Mort Segal, Jay Remer, Ruth Pologe, Mike Hutner, Burt Solomon, the Jeff Livingstons, Norman Elson, Ed Serlin, etc.





partners  
in  
production

**Co-production**—or more precisely co-financing—is not a new concept in film making.

But only in the last few years has it become a practical and viable operation between international companies.

It is the pattern of to-day.

The Rank Organisation has partnered a number of the major film companies and, more recently, has joined forces with Universal in the production of Harry Saltzman's "THE IPCRESS FILE" just completed and, with Columbia in the making of the Ben Fisz/Anthony Mann spectacular adventure "THE HEROES OF TELEMAR" starring Kirk Douglas, Richard Harris, Ulla Jacobsson and Michael Redgrave.

Others are in preparation.

We welcome more like projects: Our international resources and experience offer exciting prospects in the pooling of ideas and talent with the ultimate satisfaction of a successfully—shared achievement.



Contact — Fred L. Thomas,

**THE RANK ORGANISATION**

127 WARDOUR STREET, LONDON, W.1., ENGLAND



# LONDON Observations

By Jock MacGregor

WITH UNFAMILIAR STAMPS DECORATING THE MAIL, HANDOUTS ABOUT LOCATIONS in distant lands, Howard Newman writing to announce that he is to publicise George Roy Hill—Walter Mirisch's "Hawaii" and that a request for service to 729 Seventh avenue, New York City, would bring instant results irrespective of whether he was in "deep-freeze in Norway or basking in the Hawaiian sun," and a cold drizzle in London—my thoughts were far away. The phone rang. "How would you like to go on location on Sunday?" I was asked. I jumped at the offer, and wondering if my tropical clothes were clean as I grabbed my passport, I asked when the car would pick me up. "Car," came the incredulous reply. "You can walk. Martin Ritt is starting shooting 'The Spy Who Came In From The Cold' almost on your doorstep."

To show my independence, I nevertheless drove in search of the unit and was halted by a dishevelled man with a seeming king size hangover crossing the road. There was something familiar. Then I realised it was Richard Burton and that I was "in picture." Since the scene was shot several times I may end up on the cutting room floor, which is as well for even though the movie is not in color, the car was pretty dirty. It was a cold, dreary day, but not nearly enough for Marty, who requires downcast weather for the London scenes and had firemen augment the rain.

In the evening, Marty shot in the Elgin public house, and with Francis Winikus and Jean Osborne, who are handling publicity, watched Burton in the lead go out into the cold from the comfort of our camera bar stools. Alas, until seven pm, only nonalcoholic beverages were permitted by law. Outside, large crowds gathered and cheered each time the rain machines came on—I know Jay Emanuel will never believe that rain machines are required in London. To add to the excitement, someone mistook the powerful lights for a blaze, gave the alarm and two fire engines with bells clanging arrived to spoil a scene between Burton and Claire Bloom. That gave American production associate Dick MacWhorter something to explain. After a week here, the unit goes to Ireland for studio work before moving to Holland and Germany for the Paramount release, based on John Le Carre's cold war best seller.

**A STORM IN A TEACUP BROKE OVER RANK THEATRES' DECISION TO ADJUST break figures on which the sliding scale rentals, general practice here, are based to meet increased operating costs. Despite being a domestic matter, correspondence appeared in The Times. The matter came up at the British Film Producers Association and Federation of British Film Makers January meetings, but discussion was hard because of lack of figures and real information. The former regarded it as a "business problem without any particular political significance or overtones," sought more detailed information, and requested Rank Theatres to defer action pending a full examination. The Fed's Andrew Filson was perturbed, regarded it as a matter of deep concern for producers and distributors, and feared the circuit would retain a very high proportion of the recent seat price increases. Now it appears that when the new break figures and seat increases are viewed together, the producer will benefit and rentals over the year will continue around 37½ per cent. The trouble has arisen from only the distributors being put in the picture and some producers seemingly getting rather garbled versions.**

HRH THE DUKE OF WINDSOR HAS CABLED JACK LE VIEN THAT HE WILL BE fit enough after his Texas operation to complete the narration for his production, "A King's Story." . . . After a long, long lay off, British Lion's Boulting Brothers are back in production with "Rotten to the Corps." . . . MGM's "The ABC Murders" has become "The Alphabet Murders" for this market. The title could have been equally awkward had the movie played the ABC circuit or not. . . . Bill Annett, who is organizing a new food marketing company, has been succeeded as managing director of Rank's Advertising Film Division by Richard Sale. . . . London critics seem to have mellowed to proven series and popular formula pictures. Notices for "Carry On Cleo" (which is doing a burster), "Send Me No Flowers," "Father Goose," and "Yellow Rolls Royce," which are hardly critics' pictures, positively glowed. They had, however, few kind words for "La Fayette," presented here by Cinerama, which has also acquired the Russian epic, "The Flaming Years." . . . Either the market has been over exploited or the bottom has fallen out, but recent fast buck movies have folded quicker than in the past. . . . Charles H. Schneer's hunch to delay the Scottish and Irish releases of his "First Men in the Moon"—"East of Sudan" combo for Christmas has paid big. . . . Richard Attenborough is combining a personal appearance at the Indian Film Festival; where his latest picture, George Brown's "Guns at Batasi," is the official British entry, with a location reconnaissance for his first directional assignment, "Mahatma Gandhi," which Joseph E. Levine produces. . . . Michael Klinger and Tony Tenser, of the Compton production distribution-theatre group, are at New York's Rockefeller Hilton before flying to the Beverly Hills Hilton for talks with American associates and other producers and distributors. . . . Manager Albert E. Hallam, ABC, Nuneaton, was thrilled to find that an elder sister, Winifred Mary, had been awarded the British Empire Medal for public service in the Queen's New Year honors. . . . The earliest sellout for the Royal Film Performance ever has been claimed by "Lord Jim." . . . There are headaches at the Variety Club of Great Britain. An increased seating plan for 1300 is insufficient for the many wishing to attend the Feb. 20 Annual Dinner and Ball. . . . Producer Jack Lemont has been in New York for coproduction discussions and meetings with the Writers Guild of America.

## Pioneer Adolph Zukor Celebrates 92nd Birthday

HOLLYWOOD—Adolph Zukor, famous film industry pioneer and present chairman of the board, emeritus, for Paramount Pictures, was feted at the studio he helped to establish in celebration of his 92nd birthday.

Zukor received a standing ovation from every star, executive, and artist as he walked into the Paramount commissary to attend a surprise luncheon hosted by Howard W. Koch, Paramount studio and production head.

The veteran film executive was flanked by Koch and Paramount industry leader Y. Frank Freeman at the birthday table as a giant cake decorated with red roses and paying tribute to Zukor as being "92 years young," was brought in as a gift from Pauline Kessinger, long time manager of the Paramount commissary, and her staff.

Other executives attending the birthday luncheon included producer Joseph E. Levine; Paramount attorney Eugene Frank; Arnold Burk, executive assistant to Koch; and Hal Pereira, Paramount studio supervising art director.

Zukor recently arrived in Hollywood on his annual visit from his New York headquarters. He customarily remains at the studio for three months each year.

## Technicolor Ups Blanco

COCOA BEACH, FLA.—The appointment of Richard M. Blanco as general manager, Technicolor Operations, at the Kennedy Space Center here was announced by Melvin H. Jacobs, president and chief executive officer of the company.

Blanco has been associated with Technicolor Corporation for over 30 years and has worked in every phase of its business. He started with the company when it was located at Boston prior to its moving to Hollywood. During his long term with the company he has held positions as plant manager of the Consumer Photographic Division and supervisor of Special Effects and Optical Printing. During World War II, he served for four years as a Navy combat photographer on Adm. Kincaid's staff, 7th Fleet. Prior to his new duties, Blanco was director of sales for New York—Motion Picture Division and Military Sales Division.



Carroll Baker recently received the award to Warners' "Cheyenne Autumn" as first-prize winner at the Barcelona International Film Festival from Eduardo Toda, right, Spanish Consul in Los Angeles, while Warners studio publicity director Max Bercutt, center, looked on. The statuette is known as "Lady Of The Golden Umbrella."



## ALBANY

The SW Strand gave the laugh to film critic Robert Day, Times-Union, via the insertion of a cartoon in their newspaper ad on the extension of Warners' "Sex and the Single Girl" for a second week. The ad was captioned, "Here's A Little Game We Sometimes Play At The Theatre—It's Called 'FIND THE CRITIC!'" One sour-faced individual's head was spotted in the middle of three lines of grinning faces. Underneath, these heavy-type words appeared: "Sorry you didn't like our show, Mr. Day; but 17,196 Albanians howled their heads off. We're holding Over for a Second fun filled week!" Day's relations with Strand management have been friendly despite several strongly unfavorable reviews. He praised the theatre in another column for adhering to "conventional" rather than "suggested" copy on "Sex and the Single Girl". . . . George Lourinia, manager, Fabian's Mohawk Drive-In, and his wife, Mary, a cashier at the Strand, returned from a vacation at Pompona Beach, Fla.

## ATLANTA

Miss Lynn Hunter has been named a secretary at Embassy Pictures. . . . Edward Jackson, six, son of Mildred Jackson, United Artists, suffered a concussion when struck by an automobile; but is reported doing nicely. . . . Grace Bramblett, Paramount, has been appointed secretary to the southern division manager. . . . Condolences to Gordon Bradley, Paramount exchange, on the death of his mother. . . . Cecil F. Davis, Jr., has been appointed manager of the local branch of National Theatre Supply Company. Dennis P. Morton has been transferred from the St. Louis branch as his assistant. . . . New members of the local WOMPI are Bernice Fricks, Don Kay; Faye Harrell, Wil-Kin Theatres; and Sara Wingo, National Screen Service. . . . The WOMPI had its annual party and dinner at the Atlanta Variety Club.

## BUFFALO

Charles Funk, in Buffalo for some six years as managing director of the Century, United Artists circuit house in downtown Buffalo, is leaving that post to take on the supervision of 25 Skouras theatres, a division of UA Theatres. Funk will work out of New York home offices of United Artists Theatres, Inc. The theatres he will supervise are in Manhattan, the Bronx, and Westchester. Since migrating to Buffalo from Pittsburgh at age 21, Funk, from time to time, has supervised UA theatres in Pittsburgh, including the Penn. Funk is retaining his Cheektowaga, N. Y., residence where his mother, Mrs. Margaret Funk, is continuing to reside. Succeeding Funk as managing director of the Century is Carl E. Schaner, 28, who also hails from Pittsburgh, where he was associated with United Artists Theatres. . . . Paul Grummitt has been elected president of Motion Picture Operators Local 233 at a meeting of the organization. Grummitt, who has been a member of the local for 35 years, currently is a projectionist at the Paramount in downtown Buffalo. He is taking over the unexpired term of Frank Ostrowski, who resigned the presidency because of outside interests. . . . "A reliance on motion pictures is increasing on both the local and network level as too many comedies, westerns, adventures, and variety programs fail to hold either audiences or sponsors for very long, while moives attract both," said J. Don Schlaerth, radio and tv editor, in the Buffalo

Evening News. Don said, "While there still are recent, quality Hollywood movies available, prices continue to rise as the demand increases and supplies decrease. One of the pressures facing tv stations is what to do about the current crop of flickers, both foreign and domestic, that rely heavily on sex themes." . . . Oral arguments were heard the other day in Buffalo by Supreme Court Justice Reid S. Moule on the constitutionality of the Olean, N. Y., law licensing a television cable company. The Olean Television Cable Co. is seeking a declaratory judgment making illegal the \$4,600 annual licensing fee for its operations. The city of Olean is resisting. The city claimed the company was unjustifiably in court before Justice Moule, who permitted both lawyers to file written arguments after he heard oral arguments. A decision is unlikely before next month. Earlier, Justice Alfred M. Kramer ruled the tv company's amended complaint against the city was valid. . . . Broadcast Properties, Inc., headed by Alfred E. Anscombe, former chief barker of Tent 7, Variety Club of Buffalo, and George A. Wick, is in the purchasing group that has purchased the 11-story 800 West Ferry street apartment building for \$700,000. The purchasing group is headed by Nelson W. Barrett. . . . Ken Gill, general manager of Melody Fair Theatre, Wurlitzer Park, North Tonowanda, and an officer in several other western New York companies, has been named executive vice-president and a director of Dynamic International, sound recording and motion picture company.

## CHICAGO

486 persons responded to the Golf Mill Theatre's "Most Popular Movies of 1964 Contest." Theatre management offered 25 passes to the film, "Goodbye Charlie," to the persons choosing the five most popular pictures shown at the house during the year. The contest closed Dec. 23, and none of the contestants came up with the right answers which were, according to their popularity: "How the West Was Won," "It's A Mad, Mad, Mad, Mad World," "Tom Jones," "Move Over Darling," and "A Shot in the Dark." Six winners were acclaimed, having picked four movies correctly and missing the fifth. After the contest ended, all newspapers carried some of the foregoing information. Golf Mill serves free coffee to patrons every evening in the luxury tv lounge. . . . Eleanor Keene, movie critic for Chicago Sun-Times, under the caption, "Don't Look Back—Look Ahead," made these predictions concerning motion pictures: "Nobody is going to see 'John Goldfarb, Please Come Home,' not for a while at least. The one they'll talk about early in the year will be 'The Loved One.' The Academy Award will be handed to 'My Fair Lady' in April, and to Rex Harrison, who played professor Higgins. 'The Greatest Story Ever Told' will reach the screen. (In fact, the date has been set—It opens in March at Mc Vickers.) It is apt to be the longest picture of the year, with the biggest cast, since there are 117 speaking roles. The greatest deluge of publicity will come when the cameras start rolling on 'Who's Afraid of Virginia Woolf?' The most oversold picture of the year is likely to be 'Harlow.' Julie Andrews, whose third film, 'Sound of Music,' reaches the screen this spring, will be the one shiny new name added to the list of genuine (not publicity—touted) box-office stars. The Beatles (well, I certainly hope so) will make a new movie, and it will be just as much fun as 'A Hard Day's Night.' The worst picture of the year, and I am careful

not to say the worst performance, will be starred in either by Susan Hayward, Kim Novak, Angie Dickinson, or Doris Day, It's just that they are the kind of girls who draw that kind of script. Nobody will try again to cast Joan Crawford and Bette Davis in the same film, in spite of the boxoffice lure. The most engaging picture of the year will come as a surprise, be bright and unexpected. Possibly "The Great Race" or "Those Marvelous Men in their Flying-Machines" The big ones—"Lord Jim," "The Agony and the Ecstasy," "The Sound of Music," "In Harm's Way," "Ship of Fools," and "Camelot"—will come along regularly. . . . "Lord Jim" will open at the Cinestage on a reserved seat basis beginning March 24. (Sheldon Smerling is the new owner of the Michael Todd and Cinestage.) "The Greatest Story Ever Told" will open in March at Mc Vickers on a reserved seat engagement. . . . Anniece Moussa, 57, Warner Brothers auditor, died of a heart attack in the exchange offices here. . . . Oscar Beitz, veteran member of Motion Picture Operators' Union, Local 110, died in San Mateo, Calif. . . . Chicago's amusement tax for 11 months totalled \$307,574.64, representing an increase of \$38,000 over the same period in 1963. . . . Sidney Harrison, 69, former owner of the Armitage theatre and manager of Goodman-Harris theatres, died in St. Joseph's Hospital. He leaves surviving three sisters and a brother. . . . A 50-year time capsule was buried in the front sidewalk of the new Oakbrook "to dramatize the tremendous growth that can be expected in that area during the comparatively brief span of 50 years. The bronze lid of the time capsule was inscribed with these words—"Not To Be Opened Until Christmas—2014 A.D.—TIME CAPSULE commemorating Opening Oakbrook Theatre—Placed Here December, 1964 A.D." Enclosures in the capsule included press articles, tape recordings of Chicago radio personalities, naming the four recordings that "best marked our musical tastes in 1964." . . . Annual stag event of Variety Club will be the installation of the club's new slate of officers for 1965. Kermit Russell is the chairman of the affair. Irv Kupcinec will be emcee; Phyllis Diller will appear in person, as will stars of "Happy Medium." The new slate of officers includes Victor Bernstein, chief barker; Arthur Holland, first assistant chief barker; Harry Lustgarten, second assistant chief barker; Harry Balaban, dough guy; George Regan, property master.

## CINCINNATI

Robert Rehme, advertising and publicity manager, Cincinnati Theatres, and Kay Yazell, secretary for Tri-State Theatres Services, were married. . . . St. Louis territory, Continental Distributing, has been as-

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signed to Murray Baker, division manager for the Tri-State area. . . . Carl Ferrazza, Universal field representative, has been loaned to the Detroit area for the promotion of "Night Walker." . . . Film Row has received word that Donald Moore, son of exhibitor Harold Moore, Charleston, W. Va., is in satisfactory condition following a traffic accident Christmas Eve. . . . Lee Schultz, operator of the Plaza, Miamisburg, O., is doing his own booking and buying. . . . Western Hills Plaza, one of the oldest suburban movie houses, has been sold for a parking lot area to the Kroger Co., retail area grocers, by owner Mrs. J. Weinig.

## COLUMBUS, O.

Holiday attractions in all situations continued at a pace exceeding that of any similar period in the past several years here. The holdovers include "Father Goose," RKO Palace; "Goldfinger," Loew's Ohio; "It's a Mad, Mad, Mad, Mad World," RKO Grand; "My Fair Lady," Hunt's Cinestage; and "Good-bye Charlie," Northland Cinema. . . . RKO Grand will open "Marriage Italian Style" on Feb. 3. . . . RKO Palace has booked the closed-circuit telecast of the Floyd Patterson-George Chuvalo heavyweight fight Feb. 1. . . . Columbus City Council and the Downtown Area Committee are cooperating in ambitious plans to transform the Scioto River area into a magnet for recreation seekers. Fishing piers, boating, parks, a bandshell with 5000-capacity amphitheatre and other attractions are planned. Such a development would bring additional thousands into the downtown theatre district regularly. . . . Hard-ticket engagement of "The Sound of Music" is scheduled for spring at Northland Cinema.

## DALLAS

Armed robbers hit the Lone Star D-I and made off with an undetermined amount of cash. The robbers slipped up to the cashier's cage, pointed a gun at cashier Darline Hamilton, and demanded the money from her purse and from the theatre's bank deposit sack. They escaped in a blue automobile. . . . Robert Taylor, film star, and William Castle, producer-director, visited Dallas on a promotional tour in behalf of "Night Walker," a new Universal release. Taylor and Castle also will visit Fort Worth, Houston, San Antonio, and Austin during their stay in Texas in behalf of the film. . . . The showing of the movie "TAMI," originally scheduled for the Majestic, was transferred to the Palace. The midnight showing on Dec. 30 was cancelled by Interstate Theatre officials. . . . Hors d'oeuvres and drinks on the house was offered at the Capri at the special midnight show on New Year's Eve of "Quick Before It Melts." The film was shown from 1 p.m. through midnight. The regular feature, "The Americanization of Emily," was suspended for the day.

## DETROIT

Claude Lane, booker for the Universal branch here, had been embroiled in 10 heart-breaking years of litigation with his older brother, Herbert, over ownership of his home. His brother, claiming the property, had it re-deeded to four fictitious corporations, even mortgaged it. Over the years, the legal battles cost Claude over \$15,000. Herbert became involved in another property law suit, the outcome of which was to declare him out of his mind, and he was incarcerated in the Ionia

State Hospital for the Criminally Insane. Recently, Claude, 46, was shoveling snow. He suffered a fatal heart attack. He is survived by his wife, mother, two brothers, and two sisters. Services were held at the Ted C. Sullivan Funeral Home and and Gesu Church. The day before he was buried, Wayne Court Circuit Judge Victor J. Baum handed down the decision declaring Claude Lane undisputed owner of his two-story stucco home and the adjoining lot.

First week of UA's "Goldfinger" results here matched what the attraction is doing nationally. Grand total was \$107,202. It played five neighborhood situations. It included a new high for a neighborhood house—the Woods—appropriately located in the Grosse Pointe suburb—where the gross was \$38,451, the price \$1.49, the seating 2,500. The United Detroit facility's record exceeded all other neighborhoods which have been on exclusive first-run policies. . . . Max Geal, Clark Theatre Service, and Ray Cloud, city sales manager for Columbia Pictures, spent the holidays the wrong way. The former is recovering from a lung operation at Sinai Hospital, the latter from a slight heart attack at Mt. Carmel Mercy Hospital. . . . In Royal Oak, Mich., The Daily Tribune carried a letter from one Leslye Raymer complaining the teen-ager and companions had been barred from "Tom Jones" at the Main and that the Royal Oak League of Decency was responsible. It was followed by a note stating that owner Jack Krass had made it policy not to admit any under 16 to the attraction and that this was the house's decision, not that of the League.

## HOUSTON

Robert Taylor, film star, and producer-director William Castle are due Jan. 13 for a visit in behalf of their latest Universal film, "The Night Walker." . . . Most Houston theatres enjoyed a box office increase just after Christmas. "Goldfinger" at the Metropolitan took in 50 per cent more than "The Robe," which had held the record. . . . The King Center D-I all star, all night show presented 12 hours of entertainment on New Year's Eve. . . . Seven big features were shown at the annual "dusk to dawn" show at the Gulfway D-I. . . . Six features were shown at the "dusk to dawn" show at the Airline and Winkler D-I's. . . . Ellis Ford, manager, Delman, estimates that 110,920 Houstonians have now seen the exclusive showing of "Mary Poppins," now in its 11th week. . . . Hollywood star Mickey Rooney was here in person as the attraction at the New Year's Eve show at the Shamrock Hilton's International Club. . . . George Christian, Houston Post, has selected his 10 favorite pictures. He has excluded foreign language films and those which opened as late as Christmas. His list included "My Fair Lady," "Dr. Strangelove," "The Pink Panther" and "A Shot In The Dark," "The World of Henry Orient," "Tom Jones," "Becket," "The Best Man," "Seven Days In May," "Lilies of the Field," and "Billy Liar." In the foreign film category, Christian selected "War of the Buttons," "Sound of Trumpets," "Zazie," "The Silence," and "Hal-lalujah the Hills."

## JACKSONVILLE

Mrs. Anne Dillon, former local WOMPI president, succeeds in filling two full time jobs. She is a secretary to LaMar Sarra, vice-president of Florida State Theatres, and

she also serves as resident manager of the French Quarter, a large apartment complex on the southside. In appreciation of her services, owners of the French Quarter presented Mrs. Dillon with a Christmas present which entitles her with a free round-trip vacation stay in Europe sometime during the coming year. . . . Sunny Greenwood, Universal booker and another former WOMPI president, was also the recipient of a valued Christmas gift. As a free service from the WOMPI organization, Sunny books screen programs into the Mary Help Orphanage in Tampa. She received a beautiful jewel box which was made in the Mary Help workshop by three appreciative orphan boys. . . . Bid Chalmers, formerly a local independent booker, came in to visit many old friends along Film Row. . . . Other visitors included Ralph Weir, owner of theatres at Chiefland, Crystal River, and Williston; Harold Laird and R. W. Nichols, Palms, Pinellas Park; Herb Bennin, MGM division manager, and Judson Moes, MGM exploiteer, both of Atlanta; and T. Edison Bell, Smyrna, New Smyrna Beach. . . . Sandra Hughes, formerly of United Artists, replaced Sandra Husky in the Columbia office when the latter left on a maternity leave of absence. . . . Janet Mett is a new biller's clerk at MGM, replacing Thelma Claxton, who resigned. . . . More holdover dates were won by "Goldfinger" as it continued its phenomenal, record-breaking run at FST's big, downtown Florida Theatre. . . . Other holdover dates went to "The Americanization of Emily," playing at Sheldon Mandell's Five Points, and to "Father Goose" on the screens of Meiselman's Town and Country and Cedar Hills. . . . Mrs. Richard Davis (Violet), former Universal cashier, gave birth to a daughter who has been named Michele. . . . Bob Bowers, Allied Artists manager, recuperated at home following a period of hospitalization. . . . Attending the grand opening of Kent Theatres' new Neptune, Neptune Beach, were Mr. and Mrs. Fred H. Kent, this city, and Thomas Hyde, Kent general manager from Vero Beach, and Mrs. Hyde. . . . Present at the grand opening of Meiselman Theatres' new Royal Palm, Atlantic Beach, were Herman B. Meiselman, circuit owner from Charlotte, Mrs. Meiselman, and their son Ira. . . . Herbert Fertic, local projectionist and stagehand who received his prized 50-year gold union card from Richard Walsh, IATSE international president, four years ago, was the subject of a two-page feature article in the Sunday Times-Union magazine. The writer, Fran Mollnow, reviewed the highlights of Fertic's career which began in 1909 at the former Pastime Theatre on Bay Street. Today, more agile and surefooted than many young stagehands, he climbs lightly and calmly to heights as much as 70 feet above the stage of the Civic Auditorium during the course of an evening's work. Fertic is also a sound and lighting expert and spent 25 years in stage lighting work in the legitimate theatres of Broadway. . . . The new Neptune, Neptune Beach, Kent Theatres house which had its grand opening with a subrun film before Christmas, went into a first-run policy before New Year's with "Father Goose," also playing first-run at two Jacksonville theatres. . . . Judge May, entertainment editor of the Florida Times-Union, enjoyed a year-end vacation, and William V. Means II, Jacksonville Journal film writer, was the pinch-hitter for Judge's Sunday column.

## MIAMI, FLA.

Phil Harris and his stage revue, consisting of five professional acts and Frank Williams



and his band, played a one-night stand at the Grand, West Palm Beach. . . . "Latin Fiesta" is the title of the current stage show at the Olympia in downtown Miami, in years past the scene of regular vaudeville, in addition to the screen programs. "Man From Rio" was being shown with the "Latin Fiesta." . . . Britannia Films, Ltd., Steve Cochran's Nassau-based company, announced the building of a film studio on New Providence Island to handle scoring and sound work of the company's feature-length films being shot in the Bahamas. Manhattan Sound, Inc., New York City, will handle construction work for the studios. "Captain O'Flynn," starring Cary Grant, Cochran, Julie Newmar, and Jayne Mansfield, is scheduled for early-1965 shooting. Buster Keaton will direct and also appear in the film. The late Errol Flynn's schooner, Zaca, is being readied in Majorca and will be sailed to Nassau for the film. "Tell Me in the Sunlight," Britannia's last film, was produced in Nassau last year and also starred Cochran. Nassau's female population is eagerly awaiting the arrival of Kevin McClory's film crew to start shooting Ian Fleming's "Thunderball" in March, when Sean Connery (James Bond) is expected to appear. . . . The North Andrews Drive-In, Ft. Lauderdale, reopened Christmas night after being shut down for several months. Lance Miller is again managing the ainer. . . . Fans of Charlie Murdock, WQAM disc jockey, were on hand at the Miami International Airport to see him off for the west coast at his "Goodbye Charlie" party plugging the picture of the same name. Murdock picked up clothing worn by stars Debbie Reynolds, Tony Curtis, and Pat Boone for auctioning, proceeds to go to Variety Children's Hospital, where another "Charlie," Jacobson, is in charge. . . . "Two Daughters," the film based on stories by the Indian poet Rabindranath Tagore, was given as a benefit for the Village of Hope, Inc., at the Parkway Art. . . . Randy Covington is now handling Wometco Art house days-off reliefs. Amenda Humes and Truvella Victrum have been promoted to be his assistants at the Capitol.

## MEMPHIS

The redecorated Plaza had a successful re-opening with the Disney film, "Emil And The Detectives," with "The Americanization of Emily" following on New Year's Eve. Ken Goderre, manager, reported patrons have been pleased with the green and white push-back chairs in rows spaced 42 inches apart. . . . Promotions at the new suburban Paramount include a contest sponsored by the theatre and a local radio station to find the prettiest single girl in Memphis. The contest is in connection with "Sex And The Single Girl." The winner will be chosen from pictures submitted in the contest, and entered in the national contest sponsored by Warner Bros. Another promotion was a series of morning "Holiday Fun Shows" for children, which began on Dec. 23. A different movie was shown each holiday morning, with the showings ending on Dec. 31. Lloyd Bailey is manager of this Paramount-Gulf operation. . . . Auto Vue Drive-In, Malden, Mo., has closed for the season. . . . R. X. Williams reopened Lyric, Oxford, Miss., a university town, after closing for the school holidays. . . . At Tupelo, Miss., 78 Drive-In has closed until warm weather. . . . Benoit Theatre, Benoit, Miss., has closed. . . . Jack Durell reports that 65 Drive-In, Conway, Ark., closed. . . . All Memphis downtown houses had midnight showings on New Year's Eve. Warner and State had



Carl Peppercorn, executive vice-president, Cinema V, left, is seen with Robert Young and Michael Roemer, who produced and directed "Nothing But A Man," at the premiere of the film at the Cinema 1, New York.

previews of new movies. . . . The Guild, local art house, continues for 1965 another series of Monday night film classic series. The group opens with "A Taste of Honey," Jan. 18; followed by a return of "Rififi," Jan. 25; and on Feb. 1, "Mr. Hulot's Holiday" will be offered. "The Battle of the Sexes" is scheduled for Feb. with "Great Expectations," "Tomorrow Is My Turn," and "Ballad of a Soldier" to be shown on subsequent Monday nights. . . . The theatre has discovered that a return to art classics of the past has resulted in improved Monday business, a notoriously weak moviegoing night.

## NEW HAVEN-HARTFORD

Mannie Friedman, Hartford resident manager for Lockwood and Gordon Theatres, hosted 400 youngsters from the Monson, Mass., Home for Crippled Children at a Cinerama Theatre screening of Bronston-Paramount's "Circus World." A bus transportation firm provided vehicle use. . . . The Connecticut Labor Department reports 1964 was the best year yet for the state's economy, the number of jobs passing the million mark for the first time and new highs noted in nearly every business category. . . . Attorney Ted diLorenzo, son of the late industry pioneer, A. J. diLorenzo, has been named to a city-state committee by Governor Dempsey to coordinate urban renewal and improvement programs between Hartford and state agencies. . . . Mrs. Hannah Schwartz has sold the West End, Bridgeport, to Angelo Mas and Jose Grimalt, who operate the Astor, also in Bridgeport. The new owners, who paid a reported \$35,000, will remodel the theatre, installing 500 new seats and reopen around Feb. 1. The theatre was previously leased to Howard Spodick, brother of Robert Spodick, partner in the New Haven-based Nutmeg Theatre Circuit. . . . Franklin E. (Fergie) Ferguson, general manager, Maurice Bailey Theatres, lined up a dairy and a cleaning establishment for kiddy show sponsorship at the Whitney and Strand, both in Hamden. . . . John P. Lowe, Redstone Theatres district manager, is readying a "Hartford Night" promotion in late January at Cinema 1 and Cinema 2, dual theatre complex newly opened in West Springfield, Mass., 25 miles to the north. Hartford civic dignitaries and other guests will be hosted in a special ceremony. The Redstone theatres are advertising in metropolitan Hartford daily newspapers and exhibiting works by Hartford artists in their lobby lounges. . . . Bill Decker, Hartford resident manager for Stanley Warner Theatres, hosted 1,300 senior citizens at a Strand Theatre Movie Party,

sponsored by WHNB-TV. . . . James M. Totman, Stanley Warner New England zone manager, has targeted a Jan. 27 opening for near-completed S W White City, White City Shopping Center, suburban Worcester, Mass. Drew Ebersson was architect for the 1150-seat hard-top. S W is also building a hard-top in the Danbury Shopping Plaza, Danbury, Conn. . . . A 1,000-seat motion picture theatre is to be added to the rapidly-expanding Springfield, Mass. Plaza Shopping Center, John Lawrence, spokesman for Payne Associates, leasing-management agents, disclosed. Just what interests will operate the theatre is yet to be determined.

Jack Sanson retired as manager of the Stanley Warner State, Manchester, Conn., after 60 years in show business. . . . Fred R. Greenway, retired Hartford Loew's Palace manager, has returned to his home in Los Angeles, following hospitalization. . . . Manny Friedman, Lockwood & Gordon's Cinerama, Hartford, has a new promotion tie-up with the "At Home With Kitty" woman's program, beamed Mondays through Fridays, from 1 to 1:30 p.m., on WWLP-TV, Springfield, Mass., and WHNB-TV, Hartford, simultaneously. All viewers contributing knitted goods for the needy through the tv stations will receive guest tickets to the theatre. . . . Joel Olian-sky, playwright-in-residence at the Yale University School of Drama, has been named by Seven Arts Productions to adapt Rona Jaffe's novelette, "Rima, the Bird Girl," to the screen. . . . Connecticut theatres and police departments raised \$57,143 in 1964 for the Jimmy Fund, which supports the children's Cancer Research Foundation of Boston. Governor Dempsey turned over a check to Curt Gowdy, sportscaster for the Boston Red Sox baseball team and co-chairman of the Jimmy Fund drive.

## NEW ORLEANS

Lloyd Royal, Jr., is handling all business matters for A. L. Royal Theatres, Meridian, Miss., until his father, who suffered a heart attack recently but who is now on the way to recovery, is able to return to work. . . . J. P. Serio closed the Century, Morganza, La., until Easter Sunday. . . . Mrs. Anna Sinopoli, Universal booker, returned to work after an illness. . . . The Joy, Ringgold, La., closed recently. . . . W. D. Conrad closed the Dixie, Loreauville, La. . . . William Sargent, former local resident, now president of Electronovision, was in in connection with the showing of "The T-A-M-I Show." . . . The Ladies Auxiliary of Variety Club Tent 45 held their first social function of 1965 at the Club headquarters. They plan a luncheon for January 13. . . . International Chief Barker James Carreras, from London, England, will visit the local Variety Tent on January 22. . . . T. G. "Teddy" Solomon, president, Gulf States Theatres, and wife returned to their McComb, Miss., from a holiday on the Island of Jamaica. . . . Harry Thomas, Gulf States Theatres executive, in charge of theatre maintenance, is back after minor surgery at Baptist Hospital. . . . The Roxy, Biloxi, Miss., was destroyed by fire. It hasn't been in operation for several years. . . . National Theatre Supply furnished Giddens and Rester Theatres new carpet for the remodelled Roxy, Mobile, Ala. . . . Nancy Arieux, secretary to United Artists' office manager, resigned with Leona Schmitt, former billing clerk, moving into her position; and Juanita Baxter taking over the billing desk. . . . Sympathy to Mrs. Marie Saucier, Film Inspection Service, on the death of her mother, Mrs. Rose Bivona.



## PHILADELPHIA

The late James P. Clark's Highway Express Line was reported about to be sold to a syndicate headed by E. William Uttal, Norristown, Pa., truck dealer. Clark Transfer, Inc., Highway subsidiary, is not involved in the sale. . . . Mitch Pantzer, formerly, Independent Poster Exchange, has opened an office of Piedmont Machinery Engineers, Inc., in High Point, N. C. . . . United Artists' publicist Max Miller has been appointed to The Inaugural Committee in Washington, D. C., and will handle the reception for the nation's governors and distinguished guests attending the inauguration of President Johnson and Vice President elect Humphrey. This is the fourth time in which Miller has served in a similar capacity at the inaugural ceremonies.

## SAN ANTONIO

The Lucac Council 363 gave away 1,500 Christmas stockings at the Alameda to youngsters. The Alameda is the city's downtown Spanish language showcase operated by Jack Cane Corp., with Ignacio Torres as manager. . . . San Antonio's first new motion picture theatres in 16 years, the Cinema I

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## "Goldfinger" Tickets Sold Like Hard-Ticket Hit

DETROIT—The "Goldfinger" phenomenon has given rise to another unheard of situation here. Charles and Martin Shafer, owners of the "La Parisien," have been advertising the unreserved tickets for all performances two weeks in advance.

They have had to open the box office two hours earlier than usual, put on two extra to take care of business. Week-ends are sold out days in advance, and the latest time of sellout at any day during the engagement is 3.00 p.m.

Frustrated ticket buyers often approach those holding them and waiting admission in line, and offer as high as \$5 a ducat. So far, no one has been observed who wants to sell.

and Cinema II held their formal opening on Christmas day. The theatres are located in the North Star Mall, a shopping center, and are operated by the General Cinema Corp. H. B. Palmer, regional manager of the circuit, was here for the opening ceremonies. Ted Waggoner is manager of the twin theatres, the first indoor twins in Texas, while Joe Wilson is assistant. Cinema I has 1,000 seats and Cinema II has 600 seats, is equipped to show Todd-Ao and Panavision pictures with stereophonic sound. Each theatre is served with a common lobby but with two box offices. Each is in modern design with push-back seats and acoustical walls. The screen at Cinema I is 25 feet in height and nearly 60 feet in length. There is an art exhibit in the lobby by local artists. . . . Felix V. Chavez has been arrested and charged on three counts before Justice of the Peace John Ogden. He is being charged with the Nov. 22 robbery-by-assault of the Town Twin D-I and the Dec. 12 robbery-by-assault of the Fredericksburg Road D-I, and the attempted robbery of a food store. Bonds in the amount of \$3,500 each were set in the robbery-by-assault charges. . . . A contest sponsored by the Express Publishing Co., the French Quarter Apartments, and the Woodlawn, where "Why Bother To Knock" was the attraction, garnered attention. In connection with the opening, a key was made by a local locksmith and sealed and locked in a bank safe. Persons were asked to draw a key, in any shape, on a post card and send it to the newspaper. To the person whose key drawing most closely matched the real key went a plush apartment, rent free for one month, plus \$100 in cash, with all bills paid. . . . Funeral services were held at McAllen, Tex., for Dwight L. Brown, retired organist at the Palace. . . . Local 153, IATSE and MPMO of U. S. and Canada, at El Paso, Tex., reelected Kenneth A. Yonge, president; Charles S. Ellis, vice-president; A. O. Yonge, business manager; and Charles W. Moore, secretary-treasurer.

## SEATTLE

A film of Ranger 7's spectacular last few minutes on the flight to the moon will be shown at the Pacific Science Center during February in the Pavilion's Science Theatre. The National Aeronautics and Space Administration is making the film available. More than 4,000 televised photographs of the lunar terrain were made during the space craft's last moments of life before crashing onto the moon's surface. Ranger 7's achievement provided the first close-up photographs of the

## Atlantic City Exhibitor Is Businessman Of Year

ATLANTIC CITY, N. J.—Charles Tannenbaum was honored as "Businessman of the Year" by the Chamber of Commerce's 51st annual installation dinner at the Colony Motel, for rebuilding his burned-out Surf Theatre in the swank Charles Theatre, at a cost of \$150,000.

Tannenbaum, whose late father, Samuel A., had operated theatres in Atlantic City since 1932, said, "We had a big decision to face when a general alarm fire gutted the Surf in November, 1963; but we decided that the film industry was here to stay and I rebuilt. The Charles has only 575 seats, compared to 750 in the old Surf. Capacity has been sacrificed to viewing comfort. That is part of a trend. Today, people want to be as comfortable in a theatre as at home. People are more selective of what they want to see and what their families want to see," said the owner of the Charles.

He admits that old theatres are being demolished wholesale, but says that is "because they're decrepit." At the same time, he points out there is a theatre building boom.

## Odeon Shifts Managers

TORONTO, CANADA—The Odeon Theatres (Canada) Limited announced the appointment of Joe Hunt as manager, Hyland, Hamilton, due to the recent death of Bill Dixon. The appointment becomes effective Jan. 24. Sam Hiles, formerly of the Odeon Peterborough, will replace Hunt at the Odeon, North Bay.

The position of manager at the Odeon Peterborough will be filled by Fred Dorrington, previously relief manager at the same theatre.

While Buzz Blondell recuperates from a recent hospital visit, Guy Reeds will act as relief manager at the Odeon, Brampton. Reeds presently is relief manager at the Hyland, Hamilton.

## FBI On TV Via WB

NEW YORK—The American Broadcasting Company will launch an hour-long television series based on F.B.I. investigation of crime and subversion on Sunday, Sept. 19, Jack L. Warner, president of Warner Bros. Pictures, Inc., and Thomas W. Moore, president of A.B.C. Television Network, announced.

## Teitel Represents Times

NEW YORK—Harold L. Spero, national sales director for Jean Goldwurm's Times Film Corporation, announced the appointment of Charles Teitel, Teitel Film Exchange, as regional distributor for the company in the Chicago and Milwaukee exchange area.

moon, traveling more than 228,000 miles in 67 1/2 hours after being launched from Cape Kennedy.

Harold Arden, United Artists office manager, is recovering and will soon be released from the hospital following surgery. . . . Mike Vogel, Universal exploiter, was in Seattle from San Francisco working on "Father Goose," to follow "Sex and the Single Girl" at the Orpheum. . . . Members of Variety Club are raising \$10,000 for a "Sunshine Coach," which is a vehicle to be used to transport crippled children to football games, concerts, shows, plays, etc.



# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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SECTION TWO

Vol. 72 No. 26

JAN. 20, 1965

## AMERICAN-INT

### Atragon

(417) MELODRAMA 88M.  
American International  
(Colorscope)  
(Japanese-made)

ESTIMATE: Good action import for program.

CAST: Tadao Takashima, Yoko Fuijiyama, Yu Fujiki, Kenji Sawara, Akemi Kita, Tetsuko Kobayashi, Akihiko Hirata, Hiroshi Koizumi, Jun Tazaki, Ken Uehara. Produced by Yuko Tanaka; directed by Inoshiro Honda.

STORY: Photographer Tadao Takashima has a series of encounters with strange men who claim they are the agents of the Mu empire, submerged continent which slipped beneath the Pacific some 2,000 years ago. A Japanese shipping magnate, once an Admiral in the Imperial Navy, is the target of a kidnapping attempt by Mu agents, but they are foiled by Takashima. The ex-admiral's niece, Yoko Fuijiyama, is daughter of the commander of a super-sub her father was aboard during the last days of WWII. It is learned that the Mu rulers fear her father, Yu Fujiki, has created a new undersea warship called Atragon, which can reach the depths of the Mu civilization. A mandate issued by Mu says the upper world will be destroyed if Atragon is not abandoned, but authorities fear that Mu plans a conquest of earth anyway. As mystery disasters develop in the world's great cities, the UN dispatches its most advanced atomic submarine to pursue Mu invaders, but it is destroyed. Fujiki is finally persuaded to employ Atragon in the battle against Mu, and the super submarine's attack is successful, destroying the Mu underworld city.

X-RAY: Fans of the science fiction spectacle will find this entry lively and entertaining, as Toho's effects men have created quite a Nautilus in Atragon. The sets depicting the undersea fortress of Mu and its Aztec-like inhabitants who have mastered the secrets of the space age are equally convincing. Action is well sustained, and good use of color helps the film develop a sense of realism. Japanese origin will not restrict market potential, as the film has something of the "international flavor."

AD LINES: "Atragon—The Ultimate Weapon Hurling From The Limits Of Outer Space"; "See The Exotic Rites And Grotesque Passions Of The Kingdom Of Mu."

## COLUMBIA

### Baby, The Rain Must Fall

(65015) DRAMA 100M.  
Columbia

ESTIMATE: Good drama suffers from some slow spots.

CAST: Lee Remick, Steve McQueen, Don Murray, Paul Fix, Josephine Hutchinson, Ruth White, Charles Watts, Kimberly Block,

Georgia Simmons. Produced by Alan Pakula; directed by Robert Mulligan. Adapted from his stageplay, "The Traveling Lady," by Horton Foote.

STORY: Lee Remick, wife of music-loving Steve McQueen, arrives in her husband's home town to wait for his release from prison, where he has been doing time for stabbing a man in a drunken brawl. She and her daughter, Kimberly Block, are told by Don Murray, a lawman friend of McQueen's, that he is already in town, and he takes them to the house where he has been rooming. McQueen arrives in his jalopy, surprised to find his family waiting in the yard. He tells Remick he wanted to get out to the coast before sending for them so that he might try to sell some of the songs he writes. They find a place to live, a deteriorated bungalow on the outskirts of town. After an awkward reconciliation, the family settles down to life together. McQueen, lorded over by an aged aunt, Georgia Simmons, is paroled on the condition that he will go to school and learn a practical trade. Remick takes a job as a waitress to help save money for McQueen's trip west, but he gets in a fight with a customer heckling his singing. Afraid of going back to prison, McQueen promises to go to school. His aunt dies, after making the local judge swear that he will see her nephew in school or put him back in prison. Dead drunk, McQueen goes to his aunt's house and begins smashing the worthless possessions she has left. He drives his car into the gates of the cemetery where she is buried, staggers to her grave, and begins to dig it up. Murray subdues him. McQueen is then ordered back to the prison. While talking with his daughter, he makes a break, but is caught. Remick and the girl are given a ride to a new town to make a clean start. Along the way, they see McQueen in the sheriff's car headed for the prison.

X-RAY: The film portrays the hapless efforts of a young man haunted by an unhappy childhood to find himself via the musical road. McQueen's two real talents in the film are for getting into trouble and belting out Texas style rhythm and blues until you think his juglars will burst—or his guitar strings break. He is almost oblivious to the present plight of his family, hates the chore jobs he does in the daytime, and only lives to get on the stage in some beer joint. His drinking and temper are his downfall, and, in an all or nothing situation, he ends up with nothing. McQueen is convincing, and Remick's performance as his long-suffering wife is also commendable. The trouble with the picture is rooted in its thoroughgoing realism. Its hero isn't much more than a hot-headed boy with a dream of instant millions who does some pretty ugly things. Some of the scenes are as long and dry as the Texas prairie stretching in back of the family shack. In the end, one feels thoroughly convinced, but not too deeply stirred by the portraiture. As a study of frustration and the ability of the traveling lady (McQueen's wife) to accept her lot, the film has merit. It is not very entertaining—but then, neither is life at times.

TIP ON BIDDING: Fair program rates.

AD LINES: "A Man In Search Of Himself . . . And The Devil In Pursuit"; "He Searched For The End Of The Rainbow . . . But First, Baby The Rain Must Fall."

### The Outlaws Is Coming

(65016) COMEDY 89M.  
Columbia

ESTIMATE: Okay entry for kiddie and family trade.

CAST: The Three Stooges, Adam West, Nancy Kovack, Mort Mills, Don Lamond, Rex Holman, Emil Sitka, Henry Gibson, Murray Alper, Tiny Brauer, and special guests Joe Bolton, Bill Camfield, Hal Fryar, Johnny Ginger, Wayne Mack, Ed McDonnell, Bruce Sedley, Paul Shannon, Sally Starr. Produced and directed by Norman Maurer.

STORY: The Three Stooges work for the Society for the Prevention of Cruelty to Wildlife in Boston. When editor Adam West is sent out west to stop the slaughter of the buffalo, they are sent along. Reaching Caspar, they find that gang boss Don Lamond controls the west with fast-shooting henchmen, and West makes an impression on Nancy Kovack, (Annie Oakley), trick shot artiste. She helps him in a gun fight secretly, and West is persuaded to become sheriff, with the Stooges as his deputies. They find that Lamond is behind the slaughter of the buffalo, which is calculated to arouse the Indians, which is calculated to arouse the cavalry, which will leave all places of value unguarded, which will make Lamond and his crooks happy. West, aided by the Stooges and Kovack, turns the tables on the crooks; the buffalo are saved; the Indian war is called off; and peace comes to the west. West and Kovack get married with the reformed gunslingers as witnesses.

X-RAY: When The Three Stooges mix it up with some of the most feared and famous gun-fighters in the west, almost anything can happen and frequently does. The west rarely has seen so much slapstick and nonsense. Still, it's all in fun most of the time, especially to be appreciated by youngsters and family groups as part of the program. The cast, direction, and production are okay. The screenplay is by Elwood Ullman based on a story by Norman Maurer. An added saleable asset for some areas in the country is the fact that a number of local tv personalities play bit roles, impersonating some of the west's famous gunmen. The screenplay is by Elwood Ullman, based on a story by Norman Maurer.

AD LINES: "The Fastest Kooks In The West Meet The Fastest Guns—The Result Is A Loud Explosion Of Fun"; "Fast And Funny Comedy Straight From The Hip And Holster."

### DO SAVE . . . pink REVIEWS

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# MGM

## Girl Happy

COMEDY MUSICAL  
96M.

(6518)

MGM

(Panavision) (Metrocolor)

ESTIMATE: Okay Presley entry.

CAST: Elvis Presley, Shelley Fabares, Harold J. Stone, Gary Crosby, Joby Baker, Nita Talbot, Mary Ann Mobley, Fabrizio Mioni, Jackie Coogan, Jimmy Hawkins, Peter Brooks, Chris Noel, John Fiedler, Lyn Edgington, Gale Gilmore, Pamela Curran, Rusty Allen, The Jordanares. Produced by Joe Pasternak; directed by Boris Sagal.

STORY: Elvis Presley and his musical combo are anxious to take a date in Fort Lauderdale, Fla., spring vacation playground for the college crowds. They cinch it when Chicago night club owner Harold J. Stone agrees to release them from their contract with the stipulation they are to be undercover chaperones of his daughter, Shelly Fabares, who is to make the Florida scene. The problem of trying to date other girls while overseeing Fabares finally has Presley falling for the boss' daughter, but this is complicated by a Latin lover, Fabrizio Mioni, and Mary Ann Mobley, whom Presley now wishes to by-pass. Fabares is infuriated when she learns he has been hired by her father to watch her. When Fabares lands in the local jail moments before her father arrives from Chicago, Presley joins in tunneling in to save her. Stone gives his blessings to Fabares and Presley, who realize they are in love.

X-RAY: There is really not much to the story of this plush production, concentrating on the Florida vacation period of the college crowd at Fort Lauderdale. The film, however, is a satisfactory vehicle for Elvis Presley, and a flock of new songs are heard. The Panavision and Metrocolor help as does the know-how of tried and proven producer Joe Pasternak. Of course, a flock of bikini-clad young girls brighten the scene. This will certainly fill the bill where Presley is a favorite, and should register well with the young folks. R. S. Allen and Harvey Bullock are credited with the writing.

AD LINES: "The Campus Crowd Is Shaken Up By The Hip-Hip Style Of Elvis Presley"; "A Romantic Comedy With Music!"

## The Rounders

COMEDY  
85M.

(6516)

MGM

(Panavision) (Metrocolor)

ESTIMATE: Adult western horse story.

CAST: Glenn Ford, Henry Fonda, Sue Ann Langdon, Hope Holiday, Chill Wills, Edgar Buchanan, Kathleen Freeman, Joan Freeman, Denver Pyle, Barton MacLane, Doodles Weaver, Allegra Varron. Produced by Richard E. Lyons; directed by Burt Kennedy.

STORY: Horse wrangler Glenn Ford and his bronc-rider saddle pal, Henry Fonda, spend the winters in the lonely line shack of Chill Wills gathering stray cattle from the mountain range and breaking a string of range horses, including a wild-eyed roan which turns out to be the buckingest bronco that Ford ever tried to tame. Each year, they swear it will be the last they will work for Wills; but after they blow their year's wages living it up in a nearby town, they come back to Wills looking for work. They visit the isolated ranch of Edgar Buchanan, who operates the best still in New Mexico, and succeed in pawning off the outlaw roan in exchange for some whiskey. Buchanan returns, the cantankerous roan, however, and demands the return of the long-gone whiskey. Ford tries repeatedly to work the horse in a cattle drive, but invariably is thrown off and half-killed.

He vows to either personally kill the animal or sell it to a soap factory and spend the rest of his life taking baths. Ford and Fonda, however, develop a fondness for the spirited roan. When Wills comes in the spring to pay them off, he throws in the roan as a bonus. They are not certain whether this is a bonus or punishment, but decide to take the roan to a rodeo and pick up extra cash by betting no one can ride the animal. On the way, they lend assistance to strip-tease dancers Sue Ann Langdon and Hope Holiday, whose Cadillac has broken down. They go for a midnight swim at the state fish hatchery pond and get chased by the game warden, the girls leaving everything behind except their high-heeled shoes. At the rodeo, the roan performs as expected. It throws all riders and knocks them cold, but knocks itself out and sustains what a veterinarian believes is a fatal injury. Ford tries to put the horse out of its misery, but the roan gets up and kicks the stable into kindling wood. It takes all the boys' money, plus \$200 loaned by Wills, to pay the stable owner for damages. Ford and Fonda resign themselves to another winter of breaking wild horses for Wills.

X-RAY: This modern day western in wide screen and color features most natural performances by Glenn Ford and Henry Fonda as the two "rounders" and the slack-jawed bronco, Ol Fooler. Unfortunately, it develops as adult film fare as a result of the nude bathing sequence with two strip-tease dancers. A long sequence is devoted to the more or less ribald situation. The bronc-riding scenes and those of the authentic rodeo, however, make it action packed, and, although broad, the comedy is earthy and sound. At one point, intended as the film's most hilarious bit, some self-censoring has been done to the print. The strip tease girls are fine in their several scenes. Screen play is by Burt Kennedy from a novel by Max Evans. Location shooting in Arizona is enhanced by the Panavision and Metrocolor. As said before, Ford and Fonda are fine as the unglorified horse-thwarted cowpokes. There is no romance or anything else much to get in the way of the "horse" story.

TIPS ON BIDDING: Better program rates.

AD LINES: "An Action-Packed Comedy Of Today's West"; "Glenn Ford and Henry Fonda In Their Most Hilarious Western Adventure."

## The Yellow Rolls-Royce

COMEDY DRAMA  
122M.

MGM

(English-made)  
(Color)

ESTIMATE: Names should make this episodic offering a boxoffice natural.

CAST: Episode One: Rex Harrison, Jeanne Moreau, Edmund Purdom, Moria Lister, Isa Miranda, Roland Culver, Michael Hordern, Lance Percival, Harold Scott. Episode Two: Shirley MacLaine, George C. Scott, Alain Delon, Art Carney, Riccardo Garrone. Episode Three: Ingrid Bergman, Omar Sharif, Joyce Grenfell, Wally Cox, Carlo Groccolo. Produced by Anatole De Grunwald; directed by Anthony Asquith.

STORY: EPISODE ONE: Lord Rex Harrison, of the Foreign Office, buys the yellow Rolls-Royce as an anniversary gift for his wife, Jeanne Moreau, who, at an Ascot Week house-party during which Harrison's horse wins the Royal Gold Cup, is unfaithful in the back seat of the car with Foreign Office minion Edmund Purdom. Harrison, naturally, returns the car to the showroom. EPISODE TWO: The Rolls-Royce next shows up in Italy, where it is bought for his bored moll, Shirley MacLaine, by gangster George C. Scott, who is showing her the sights of his native land. When Scott is called back to the U. S. to bump off a competitor, he leaves MacLaine in the custody of his chauffeur, Art Carney. She, however, finds time to be unfaithful with a local photographer, Alain Delon, in the back seat of the car. Afraid of

killer Scott, she breaks up the romance before Scott gets back. EPISODE THREE: American Ingrid Bergman acquires the Rolls-Royce while on the way to Yugoslavia at the time Germany was attacking. She becomes involved in smuggling Omar Sharif, arch-patroit, into the country, and in helping the guerillas wage war. After a session in the back of the Rolls-Royce, Sharif sends her on her way. She takes the car with her back to the U. S.

X-RAY: These three unconnected episodes in the life of a Rolls-Royce car, written by Terrence Rattigan, hold the interest all the way and have been brilliantly filmed with three star-packed casts of characters. Opulent production and lush color add to the overall quality, and the performance could have hardly been bettered. The film is a cinch to mop up at boxoffices of the world, and there are laughs and drama a-plenty for most tastes. Some of the location shots are exquisitely beautiful. It's a sophisticated and adult romp. Outstanding in their performances are Harrison, MacLaine, Scott, Bergman, and Sharif, with some of the others giving fine support.

AD LINES: "Three Episodes In The Life Of A Rolls-Royce"; "Laughter and Drama As Well As Plenty Of Action On An International Scale."

# PARAMOUNT

## A Boy Ten Feet Tall

DRAMA  
88M.

Paramount  
(CinemaScope)  
(Technicolor)  
(Filmed abroad)

ESTIMATE: Interesting entry for young and old alike.

CAST: Edward G. Robinson, Fergus McClelland, Constance Cummings, Harry H. Corbett, Paul Stassino, Zia Mohyeddin, Orlando Martins, John Turner, Zena Walker, Jack Gwillim, Patricia Donahue. Produced by Hal Mason; directed by Alexander Mackendrick.

STORY: Left alone when his parents are killed in an air raid in Suez, 10-year old Fergus McClelland decides to try to find his way to his only relative, an aunt in Durban, South Africa. With little money and a cheap, toy compass, he sets out on foot. He is befriended by a Syrian peddler, who after a time is injured by an explosion from their fire and dies. The boy takes his money and donkeys and continues on. Some time later, he is taken ill and found by wealthy American tourist Constance Cummings, who instructs her Greek guide to try to locate his aunt. Fearing he will be handed over to the authorities, he slips away from them and pushes on. He meets veteran diamond smuggler Edward G. Robinson, who admires both his story and his spirit and wished for a son like him. Robinson allows him to stay as long as he pleases which is fine with McClelland, who wants to stay forever. The police are searching for the boy, and they close in on Robinson, who is wanted by them anyway. In jail, Robinson insists on making out a will, leaving his fortune to the boy. The latter is aided on his way by Robinson henchman Harry H. Corbett, and he eventually arrives at the hotel owned by his aunt, who has been cautioned by Robinson to permit him to finish the journey by himself. He is home at last.

X-RAY: Adventures encountered by a 10-year old boy who has to travel thousands of miles add up to an interesting and often absorbing entry, which should be enjoyed by families as well as by youngsters, who will appreciate the encounters of their counterpart. The acting is good, and direction and production are efficient, with much suspense engendered. The screenplay is by Denis



Cannan based on the novel, "Follow The Boy," by W. H. Canaway.

AD LINES: "An Absorbing Adventure About A 10-Year-Old On His Own In Africa"; "He Faced The Dangers Of A Mysterious Continent And Came Through A Winner."

## Psycho

MELODRAMA  
Paramount 109M.  
(Reissue)

ESTIMATE: Reissue is rare experience in horror.

CAST: Anthony Perkins, Vera Miles, John Gavin, Janet Leigh, Martin Balsam, John McIntire, Simon Oakland, Frank Albertson, Pat Hitchcock, Vaughn Taylor, Lurene Tuttle, John Anderson, Mort Mills, Produced and directed by Alfred Hitchcock.

For complete review please refer to page 4714, of June, 1960.

## 20th-FOX

### Hush . . . Hush, Sweet Charlotte

DRAMA  
(504) 133M.

20th Century-Fox

ESTIMATE: Highly effective horror entry.

CAST: Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead, Cecil Kellaway, Victor Buono, Mary Astor, Wesley Addy, William Campbell, Bruce Dern, Frank Ferguson, George Kennedy. Produced and directed by Robert Aldrich; associate producer, Walter Blake.

STORY: In 1927, a young girl, the daughter of Victor Buono, wealthy southerner, plans on running away with Bruce Dern even though he is married to Mary Astor. Buono puts a stop to it, and later in the darkened greenhouse, Dern is found dead with his head and hand chopped off. The daughter's mind is affected, and no one is ever sure whether or not she did it. Buono prevents further action by shipping her out of the country until the fuss dies down. In 1964, the girl, now an aging Bette Davis, is facing eviction from the big mansion to make way for a road. She sends for her only living relative, cousin Olivia de Havilland. Family friend Dr. Joseph Cotten has also been of much help during her periods of stress. While de Havilland ostensibly arrives to help Davis and get her out of the house, she and Cotten team to drive her mad so that she will be committed and they can share her fortune. Agnes Moorehead, slovenly but faithful housekeeper, suspects de Havilland and is killed when she threatens to reveal all. Meanwhile, retired insurance investigator Cecil Kellaway arrives from England to delve into the case that has never been closed, and Davis, Mary Astor, and others confide in him, with Astor giving him an envelope to open after her death. Davis is driven to distraction and learns all from de Havilland and Cotten. She pushes stone decorations off the balcony, killing the scheming pair. Just about the same time, the ill Astor dies, and Kellaway finds out that she was the killer of her unfaithful husband many years back. De Havilland saw her and blackmailed her over the years. Kellaway hands the note revealing the true state of affairs to a composed Davis as she is being taken away.

X-RAY: Darkness, horror, eerie sound effects, mental anguish, murder, would-be murder, scheming, and terror are all to be found in this excursion in suspense, much to the gasps of surprise and shock by the viewers. It's well done in all areas of execution even though the darkness is a bit much, and the length is a bit excessive. A sneak preview audience seemed properly impressed with the good acting and the quality production and direction, with interest being maintained throughout. All of the principals were applauded, with Agnes Moorehead in a supporting role particularly appreciated, perhaps

because of her flexibility and colorful role, as well as because of her talent. There's plenty to sell, and exhibitors may find here a hefty boxoffice contender when properly backed. The screenplay is by Henry Farrell and Lukas Heller, based on a story by Farrell. A song based on the title is sung by Al Martino.

TIPS ON BIDDING: Higher rates in some situations.

AD LINES: "A Murder Shocker For Adults Only"; "Remember Baby Jane? Don't Miss An Even Sharper Chiller Thriller When Sweet Charlotte Arrives On The Scene."

## Raiders From Beneath The Sea

MELODRAMA  
(427) 73M.  
20th-Fox

ESTIMATE: Fair programmer.

CAST: Ken Scott, Merry Anders, Russ Bender, Booth Colman, Garth Benton, Bruce Anson, Walter Maslow, Stacey Winters, Ray Dannis. Produced and directed by Maury Dexter.

STORY: Ken Scott, an ex-diver, lives with his wife, Merry Anders, and his brother, Garth Benton, in an apartment house he manages. He plans to rob a bank on Catalina Island utilizing diving equipment, which would help them get the money away to the mainland as well. He interests old friend Russ Bender, who though he is plagued by heart trouble, agrees to go along. Ex-convict Booth Colman, who conceived the plan, deals himself and Benton in. Scott and Bender get the money, but Bender collapses before they can get away. Scott is killed by the propellers of the steamer that was to carry the money back, and Colman and Benton are arrested as Anders looks on.

X-RAY: This entry for the supporting slot is moderately interesting, fairly enacted, and passably directed and produced. The tale concerning the planning of a bank robbery utilizing underwater equipment has some suspense angles. The screenplay by Harry Spalding is based on a story by F. Paul Hall.

AD LINES: "They Came Out Of The Sea To Rob A Bank Of A Fortune"; "Rising From The Sea To Commit A Daring Crime On Land."

## UNITED ARTISTS

### How To Murder Your Wife

United Artists  
(Axelrod) 118M.  
(Technicolor)

ESTIMATE: Fun entry is good for many laughs, but could use trimming.

CAST: Jack Lemmon, Virna Lisi, Terry-Thomas, Eddie Mayehoff, Claire Trevor, Sidney Blackmer, Max Showalter, Jack Albertson, Alan Hewitt, Mary Wickes. Produced by George Axelrod; directed by Richard Quine; executive producer, Gordon Carroll.

STORY: Jack Lemmon is a wealthy bachelor comfortably ensconced in a Manhattan town house. His fame and fortune come from drawing a famous comic strip for many newspapers, and he tests out the action with real live experiments, aided by valet-handyman Terry Thomas, who delights in Lemmon's bachelorhood and tries to keep him out of entanglements. Lemmon attends a bachelor dinner for a friend where everyone gets drunk. The next morning, he finds that he has married the near-nude girl in the cake, Virna Lisi, an Italian beauty contest winner stranded in America. Although she speaks no English, she is happy to be married to Lemmon. The latter is unhappy and tries to work out a divorce with his lawyer, Eddie Mayehoff, but the latter is not very helpful. Lisi is taken under the protective custody of Mayehoff's wife, Claire Trevor. Thomas leaves, and Lemmon adds weight and changes his strip to show the misadventures of a married

boob. This results in still added popularity for the strip. Fed up with his existence, Lemmon decides to show the husband getting rid of his wife in the strip. At the same time, Lisi leaves him. He misses her and notifies the police. His actions in the strip are taken as valid, and before long, he is on trial for murder. In a wacky trial, the all-male jury finds him not guilty. When he goes home, he finds Lisi and her mother awaiting him with the returned Thomas. The latter likes Lisi's mother, and things look promising for the future.

X-RAY: This entry starts out on a note of promise with much fun and a wealth of humorous situations. As time passes, some of the comedy becomes a bit forced, or mayhaps it's the story that weakens. Still, there is much to offer viewers in the way of entertainment as well as "names," amusing situations, competent performances, and good direction and production. A bit of shortening might have heightened the fun. Much of the footage did draw pleasing reaction from a sneak preview audience. George Axelrod wrote the screenplay.

TIPS ON BIDDING: Higher bracket.

AD LINES: "Got A Wife Around You Don't Want—Get Some Advice From Jack Lemmon"; "A Fun Thriller That's Educational . . . The Ultimate In 'How To' Films."

## WARNERS

### Two On A Guillotine

MELODRAMA  
(456) 107M.  
Warner Bros.  
(Panavision)

ESTIMATE: Fast moving chiller.

CAST: Connie Stevens, Dean Jones, Cesar Romero, Parley Baer, Connie Gilchrist, John Hoyt, Russell Thorson. Produced and directed by William Conrad; screenplay by Henry Slesar and John Kneubuhl.

STORY: Magician Cesar Romero devises a stage trick using a specially-made guillotine in his efforts to become the greatest. The scene shifts 20 years ahead to Romero's funeral, attended by his grown daughter, Connie Stevens. The press covers the magician's funeral, drawn by Romero's promise he will come back. Reporter Dean Jones begins inquiring into the mysterious disappearance of Romero's wife when Stevens was still a child. He overhears the terms of Romero's bizarre will, whereby Stevens must spend seven consecutive nights in her father's mansion, during which Romero will make his presence known. If she refuses, the estate will go to Romero's agent, Parley Baer, and long-time friend Virginia Gregg. Jones trails Stevens to the mansion and convinces her he should stay during the vigil after she is terrified by some of Romero's gimmicks. Stevens becomes dependent on Jones as a series of frightening events brings her to the brink of hysteria. The inevitable romantic encounter happens, but their clinch is broken by the screams of Gregg, discovered in an upper room of the house. Jones throws her out, suspecting she and Baer are in cahoots. Jones leaves the mansion, but is called back by a terrified Stevens, who has discovered a mysteriously locked door ajar. Before he can arrive, Romero appears and carries her to the guillotine. Jones gets there in time to scuffle with Romero, but the guillotine lever is accidentally moved, and the blade falls on Stevens' neck. The device, however, works, and Stevens is safe! It is then revealed that Romero's wife was a victim of the trick. The police arrive, and the very-much alive magician is taken away, presumably mad.

X-RAY: The film has plenty of punch in the horror department and will keep audiences awake with its fast moving story line. Romero is most convincing as the magician extraordinary. Stevens takes the part of the neglected daughter compelled to discover

(Continued on page 5248)



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Cheyenne Autumn—158m.—W8 .....5223  
Code 7, Victim 5—88m.—Col. ....5229  
Cool World, The—105m.—Misc. ....5224  
Castle Of Blood—85m.—Misc. ....5211  
Contempt—99m.—Emb. ....5218

## D

Dear Heart—114m.—W8 .....5239  
Diary Of A Bachelor—88m.—A-I .....5217  
Disorderly Orderly, The—90m.—Par. ....5238  
Dragon Sky—95m.—For. ....5212

## E

Earth Dies Screaming, The—62m.—Fox .....5226  
Emil And The Detectives—99m.—8V .....5221

## F

Face Of War, The—105m.—For. ....5243  
Father Goose—115m.—U .....5231  
Fail Safe—111m.—Col. ....5213  
Fate Is The Hunter—106m.—Fox .....5214  
Finest Hours, The—114m.—Col. ....5217  
First Men In The Moon—103m.—Col. ....5221  
Flesh Eaters, The—90m.—Misc. ....5224  
Four Days In November—120m.—UA .....5223

## G

Get Yourself A College Girl—86m.—MGM ....5233  
Girl Happy—96m.—MGM .....5246  
Goldfinger—108m.—UA .....5231  
Goodbye Charlie—117m.—Fox .....5226  
Godzilla Vs The Thing—90m.—A-I .....5213  
Guns Of August, The—99m.—U .....5239  
Guns At Batasi—103m.—Fox .....5210

## H

Hamlet—187m.—W8-Electrovision .....5220  
Hercules In The Haunted World—84m.—For. ..5212  
Horror Of It All, The—76m.—Fox .....5222  
How To Murder Your Wife—118m.—UA .....5247  
Hush, Hush, Sweet Charlotte—133m.—Fox .....5247

## I

Inheritance, The—60m.—Misc. ....5234  
Invitation To A Gunfighter—92m.—UA .....5223

## J

John Goldfarb, Please Come Home—96m.—Fox .5230  
Joy House—98m.—MGM .....5225

## K

Kisses For My President—113m.—W8 .....5211  
Kiss Me, Stupid—126m.—Misc. ....5242  
Kitten With A Whip—83m.—U .....5226

## L

Last Man On Earth, The—86m.—A-I .....5241  
Laterna Magika—119m.—For. ....5212  
Les Abysses—90m.—For. ....5234  
Let's Talk About Women—108m.—Emb. ....5218  
Lill—81m.—MGM—Re. ....5226  
Lilith—114m.—Col. ....5213  
Living Between Two Worlds—78m.—Misc. ....5220  
Love Ala Carte—98m.—For. ....5243  
Luck Of Ginger Coffey, The—100m.—Cont. ....5217

## M

Malamondo—79m.—For. ....5234  
Man Who Walked Through The Wall—99m.—For. 5235  
Marriage Italian Style—102m.—Emb. ....5241  
Mary Poppins—140.—BV .....5209  
Master Spy—71m.—AA .....5209  
Mediterranean Holiday—128m.—Cont. ....5221  
MGM's 81st Parade Of Comedy—109m.—MGM .5210  
Moro Witch Doctor—61m.—Fox .....5230  
Murder Ahoy—93m.—MGM .....5214  
My Fair Lady—170m.—W8 .....5227

## N

Naked Kiss, The—92m.—Misc. ....5227  
Night Train To Paris—65m.—Fox .....5219  
Nasty Rabbit, The—85m.—Misc. ....5243  
Nightmare In The Sun—81m.—Misc. ....5231  
Night Walker, The—86m.—U .....5242  
Nitty, Naughty Chateau—102m.—For. ....5232

## O

Of Human Bondage—98m.—MGM .....5214  
Only One New York—75m.—Emb. ....5218  
Outlaws Is Coming, The—89m.—Col. ....5245  
Outrage, The—97m.—MGM .....5219

## P

Pajama Party—83m.—A-I .....5229  
Passionate Thief, The—100m.—Emb. ....5210  
Pattern For Plunder—85m.—For. ....5235  
Pleasure Seekers, The—107m.—Fox .....5242  
Psycho—109m.—Par.—Re. ....5247  
Pumpkin Eater, The—110m.—For. ....5228

## Q

Quick Before It Melts—98m.—MGM .....5238  
Quo Vadis—168m.—MGM—RE. ....5214

## R

Raiders From Beneath The Sea—73m.—Fox ....5247  
Rattle Of A Simple Man—96m.—Cont. ....5237  
Ready For The People—54m.—W8 .....5227  
Rio Conchos—107m.—Fox .....5219  
Rounders, The—85m.—MGM .....5246  
Roustabout—101m.—Par. ....5230

## S

Santa Claus Conquers The Martians—80m.—Emb. 5230  
Seance On A Wet Afternoon—115m.—For. ....5235  
Secret Door, The—72m.—AA .....5209  
Secret Invasion, The—95m.—UA .....5215  
Send Me No Flowers—100m.—U .....5211  
Seven Surprises—77m.—For. ....5235  
Sex And The Single Girl—114m.—WB .....5242  
Signpost To Murder—74m.—MGM .....5238  
Sling And Swing—75m.—U .....5211  
Slave Trade In The World Today—86m.—Cont. 5233  
So Dear To My Heart—82m.—Re.—8V .....5217  
Strange Bedfellows—98m.—U .....5239

## T

Taggart—85m.—U .....5239  
Terrace, The—90m.—For. ....5243  
T-a-m-i Show, The—113-1/2m.—Misc. ....5231  
Tattooed Police Horse, The—48m.—BV .....5225  
36 Hours—115m.—MGM .....5233  
Those Calloways—131m.—8V .....5229  
Three Penny Opera—83m.—Emb. ....5237  
Time Travelers, The—82m.—A-I .....5225  
Topkapi—120m.—UA .....5215  
Two On A Guillotine—107m.—W8 .....5247

## U

Umbrellas Of Cherbourg, The—90m.—For. ....5243  
Unearthly Stranger—68m.—A-I .....5241

## V

Visit, The—100m.—Fox .....5214  
Voyage To The End Of The Universe—81m.—A-I 5213

## W

Where Love Has Gone—114m.—Par. ....5222  
Why Bother To Knock?—88m.—For. ....5244  
Witchcraft—79m.—Fox .....5222  
Woman In The Dunes—123m.—For. ....5236  
Woman Is A Woman, A—80m.—For. ....5248  
Woman Of Straw—117m.—UA .....5215  
World Without Sun—93m.—Col. ....5241

## Y

Yellow Rolls-Royce, The—122m.—MGM .....5246  
Young Lovers, The—108m.—MGM .....5222  
Youngblood Hawke—137m.—W8 .....5227  
Your Cheatin' Heart—99m.—MGM .....5222  
You're Never Too Young—102m.—Par.—Re. ....5222

## Z

Zorba The Greek—142m.—Fox .....5238

## Two on a Guillotine

(Continued from page 5247)

the truth about her father in stride, and doubles as Romero's wife in the earlier sequences. Dean Jones is effective as the amorous, skeptical reporter looking for a story, who ends up in love with his subject matter. Exteriors shot at the old Benedict Castle, near Los Angeles, and interiors of the curious palace of the great magician help keep the fanciful script on the tense edge it manages to sustain. The film has good boxoffice potential for the less discriminating, and offers plenty of exploitable angles to the showman.

AD LINES: "A Family Reunion In The Shadow Of The Guillotine"; "Seven Nights In The Horror Chambers Of Her Father Alone With A Stranger."

LOOK FOR REVIEWS  
EVERY OTHER WEEK IN  
MOTION PICTURE EXHIBITOR

## FOREIGN

## A Woman Is A Woman

COMEDY DRAMA  
80 M.

Pathe Contemporary  
(French-made)  
(English titles)  
(Color)

ESTIMATE: Weird import for special spots.

CAST: Jean-Paul Belmondo, Anna Karina, Jean-Claude Brialy. Directed by Jean-Luc Godard; produced by Carlo Ponti and Georges De Beauregard.

STORY: For some time, bookseller Jean-Claude Brialy and strip teaser Anna Karina have been living together. All of a sudden, she gets the urge to have a baby. He refuses to be hurried into this. Meanwhile, friend Jean-Paul Belmondo would like to be more

than a friend to her, and he tries to convince her that he loves her. When Brialy is still stubborn, she does have an affair briefly with Belmondo. She returns to Brialy, who tells her he is going away. They are finally reconciled, and he agrees to give her a baby.

X-RAY: This import can be categorized as surrealist with its jumble of fancy camera-work, color interruptions at the oddest times, stop-and-go musical score, and odd-ball characterizations. One of the characters states, "It's hard to tell if this is a comedy or a tragedy," and that about sums up the film as well. Performances are okay, and direction and production values are unconventional. There are several strip tease routines to be seen in bits and pieces. Director Godard also wrote the screenplay.

AD LINES: "When A Book Store Clerk And A Strip Teaser Get Together, The Result Is Unusual To Say The Least"; "She Was All Woman . . . And She Was Ready To Prove It."





JANUARY 20, 1965

SECTION THREE  
Vol. 72 No. 26

## Beach Bunny AirLift In Latest AIP Stunt

EXHIBITORS THROUGHOUT THE COUNTRY and a select group of top radio disc jockeys began a game of bingo in which the prizes are the most unusual ever offered in a promotional stunt.

American International Pictures, producers of a series of teen-oriented hits sequel to its record-breaking "Beach Party," will air lift beautiful bikini-clad beach bunnies to each of 10 winners at the conclusion of the game which is designed to focus attention on its newest musical comedy "Beach Blanket Bingo."

The AIP bingo game, a modification of the popular parlor and church social game, will have the exhibitors and disc jockeys matching numbered production stills of the "Beach Blanket Bingo" stars with numbers on cards the size of a one sheet provided them by the contest sponsors.

First cardholders to fill five slots in a row or diagonally will be declared the winners, according to Milton I. Moritz, AIP Director of Advertising and Publicity.

Moritz states that the AIP beach bunny bingo game marks the first time in motion picture history that exhibitors and radio personalities have competed for prizes of this nature and that AIP is bearing all expenses in connection with delivery of the prizes to the winners while also assuming full responsibility for their care and safety in every eventuality.

"Beach Blanket Bingo," starring Frankie Avalon, Annette Funicello, Harvey Lembeck, Deborah Walley, Jody McCrea, John Ashley and Marta Kristen will be released by AIP for Easter screening.

## All New "Psycho" Campaign

Alfred Hitchcock's "Psycho," the suspense master's highest grossing production, is being re-released by Paramount Pictures this month, supported by an all-new merchandising and marketing campaign.

All new ads refer back to the unique "no one admitted after the start of the picture" policy that established "Psycho" as one of the all-time record grossers. New copy reads, "The first time around we wouldn't let you in except at the beginning. Now you can come and be shocked any time. But for your own maximum enjoyment, please see this Alfred Hitchcock masterpiece in adult horror from the very beginning."

The entire new campaign bears the personal stamp of Hitchcock, who is prominently featured in the ads, radio commercials, TV spots, lobby materials, posters, accessories and the regular theatre trailer.

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## How To Sell 'Screaminars' Held On Warners' "Two On A Guillotine"



In guillotine demonstration recently for New York exhibitors at Warners' 'screaminar' on "Two On A Guillotine" publicist Felix Greenfield, a top-flight magician, dropped the blade on model secretary while a nurse stood by "in case."

Warner Brothers recently held in New York City and most exchange centers 'screaminars' on "Two On A Guillotine" at which the following exploitation suggestions were offered:

Borrow a "hair-raising machine" from the science department of the college in your town. This is technically known as a static electricity machine. When applied to the human body it causes the hair to rise up straight. There are no harmful effects, and those who let it be used on them get a sense of fun from it. Set up the machine in your lobby with a sign inviting patrons to step up and have their hair raised, in rehearsal for seeing "GUILLOTINE"—a picture that will surely raise the hair on their heads.

Set up a "thrill test machine" in the lobby. This is simply a device—obtainable from any doctor, or medical supply house—to measure the blood-pressure. A little practice with it will show you, or your usher, how to use it. It wraps around the upper arm and carries a gauge which indicates the level of the blood-pressure in the body. Install it on a table in the lobby with a sign urging patrons to "take a thrill test" in preparation for seeing "GUILLOTINE"—that is, to test how high their pressure will rise from the thrill of viewing the picture. You can stage "contests" for "thrills" between men and women, or adults and children and the like, or arrange for personalities in town such as newspaper editors versus deejays to take the "thrill test."

Rent a nurse's uniform, along with such medical equipment as stethoscope, forceps, various kinds of medical bottles, bandages, auscultation hammer and so on. Then set up a "first-aid station" in the lobby, with appropriate sign promising patrons "first-aid" in the event they lapse into an "emergency" while seeing "TWO ON A GUILLOTINE." An usherette can be the "nurse" and can attend the table, especially at show-break time.

From a costume house, rent skeleton costumes and dress your ushers in them. Each usher should carry a small sign on his back with copy reading something like this: "I've come from "TWO ON A GUILLOTINE" to frighten you. Follow me to terror."

Hire a tall, heavily-built man and have him dress in a ski-jacket, or similar article to make him look even more bulky and station him near a sign which offers his services as a "guard for anyone afraid to go home alone after seeing "TWO ON A GUILLOTINE." To build up the effect of the stunt,

(Continued on page EX-648)

## Road Show Newspaper Ads

A full-page ad in the New York Times on "The Sound of Music" signalled the start of 20th Century-Fox's dramatic and unique world-wide newspaper advertising program to inform the industry, the opinion-makers and the public around the globe, that it will deliver the three unprecedented 70mm reserved-seat spectacles it had promised for release in 1965.

An institutional series of three full-page ads, to run consecutively over a three-week period, will appear in the leading newspapers of the capital cities of the world.

The second and third ads will feature "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes" and "The Agony and the Ecstasy," with appropriate changes in copy.

The first of the roadshow releases, "The Sound of Music," will have its world premiere March 2 at the Rivoli Theatre, N. Y.

The second release, "Those Magnificent Men in Their Flying Machines," is scheduled to open in August.

The third attraction, "The Agony and the Ecstasy," will premiere in October.



# British Activities

by Jock MacGregor

Albert E. Hallam has settled in at the ABC, Nuneaton, and is enthusiastically promoting all programs, the ABC Minors Saturday morning shows and the spotlighting of the theatre. In addition to screening a slide for the British Legion's annual Poppy Day collection and cooperating with sellers, he mounted a foyer display. This consisted of a miniature cenotaph and imitation grass lawn with wreaths, poppies, crosses and flags. Spotlighted in the background were a large Union Jack and RAF ensign. Not only did many patrons seek him out to compliment him on providing such support for the worthy cause but a four inch treble column picture was published in the Evening Tribune. For the 18th Anniversary of ABC Minors Club he promoted a birthday cake with the promise to mention the baker in advertising and foyers displays and to endeavor to get press publicity (all of which he achieved). This was on show in the foyer for a week and on the big day was presented by members to the matron of a children's home. Fancy dress and "conker" contests were held on the stage before the films for prizes given by various companies and the whole received a generous press. For "Rattle of a Simple Man," a Charrington mock bar unit complete with back fittings, bottles and display material and an impressive Kleenex display tying in with a national contest were mounted in the foyer. Kleenex further cooperated with a number of window displays. Since Hammer Horror package "The Gorgon" and "Curse of the Mummy's Tomb" is for adults only he personally handed "dare" cards announcing the program to adults only. Hallam also took care of promoting the newsreel. When he learned Pathe had covered the Pope's Indian tour in color he persuaded the local Evening columnist to do a para and contacted Roman Catholic priests, schools, etc.

In apologising for the delay in submitting his last campaign at the Odeon, Bury, on "633 Squadron," Lee C. Prescott blamed the move to the 200 seater Leeds Majestic. He concentrated on an "opening night" to which he invited civic and service personnel and mounted a foyer display with the cooperation of the RAF, Bury Air Training Corps and Hawker Siddeley Ltd. The ATC mounted a guard of honor which was inspected by Air Vice Marshall Sir Willet A. B. Bowen-Buscarlet. A special highlight of the evening was the presentation of Pilot's Wings for powered flight to the first local cadet to receive them on the stage. The whole evening caught the imagination of the local editors and an extensive press resulted. Prescott's promotion was also fully covered.

His successor at Bury Odeon, W. Geoghegan, formerly of the Leigh Odeon, was quick off the mark with a space grabbing campaign for Rank's "Beauty Jungle." On the Saturday prior to playdate a beauty queen, accompanied by a bikini'd maid, took a bath in Carnation milk in the theatre foyer and four press coverages resulted. Then he got further breaks when he staged a beauty contest at a dance hall and one of the competitors found that her dress had been slashed in the dressing room. The Carnation Milk tie up provided an eye catching display in a big supermarket.

"In a neighborhood such as this," L Grou of the ABC, Fulham Road, London, reports, service is not only appreciated but expected." (He had little success in promoting '1920' motors for his "Robin and the 7 Hoods" promotion as "most local owners are Lords, Baronets and Knights and disinclined to indulge). His latest services are bi- and multi-lingual staff and a poster with flags representing the languages spoken is displayed in the foyer. The service has been well used and he believes the resulting goodwill has been considerable. Grou has a Page of Cinema History display board and personal collection of old stills and these have provided crowd stoppers in the circle lounge for "Strait Jacket" (Joan Crawford and her dancing days). "Yesterday, Today and Tomorrow" (film beauties of the past) and "The Gorgon"—"Curse of the Mummy's Tomb" combo (horror films past and present).

With a special prerelease of "The Best Man" concurrent with London premiere, H. O. P. Matthews, of the Odeon, Worcester, staged the town's first midnight preview in advance of screening and invited the press and "best men" from local factories, etc. and their wives. Refreshments were served by local beauties before the show and with the general election looming throwaways representing ballot papers were widely distributed by pretty girls wearing "We Vote for The Best Man" sashes. . . . Two attractive members of Lionel S. Johnson's staff sat in a nearby park at lunchtimes during play week with transistor radios held close to their ears and posters readings: "Shhh . . . do not disturb . . . just listening to the fabulous music from "The Unsinkable Molly Brown" ABC Ealing—Now." . . . With "London in The Raw" playing at the Gauont, Chesterfield, Assistant manager R. Underhill mounted an eye catching foyer display with an invitation to take a sly peep through the letterbox into a London night club. Behind was a life size blow up of a strip tease artist in the film. . . . E. J. Elliott of the Odeon, Weymouth, playing "French Dressing" organized a French night complete with French wine and a Miss French Dressing beauty contest and invited good local talkers and the press who gave the requisite publicity to the affair.



TV personality Rupert Davies crowns Rosemary Williams "Miss Beach Party" after winning the finals of the beauty contest at the Variety Club of Great Britain's New Year's Eve Albert Hall Ball following heats at ABC Theatres throughout the United Kingdom. The prize was a trip to Hollywood and a part in an American International picture.

## "Beach Gang" Sportswear

American International's lovely Patti Chandler, flew in to hostess a cocktail party for Clarise Sportswear at the "500 Club," New York.

Through a new promotion, Clarise and American International Pictures, who produced the fabulously successful "Beach" pictures, starring Frankie Avalon, Annette Funicello and Patti Chandler, will introduce a new line of "labelled" sportswear, called "Beach Gang," for the millions of their swinging followers.

This big spending youth group, provides a literally untapped market in the volume sportswear field—and now, for the first time, a direct approach is being made to tap it! They will be offered the clothes they want, at the price they can afford, in sizes, colors and fabrics, in the look they want!

Patti narrated the fashion show before some 150 of the top buyers of women's sportswear in the country.

There was a twenty-five minute screening of Clips from the "Beach" pictures and Patti told all about the tie-in with American International Pictures and Clarise Sportswear.

## MPA Plugs "August"

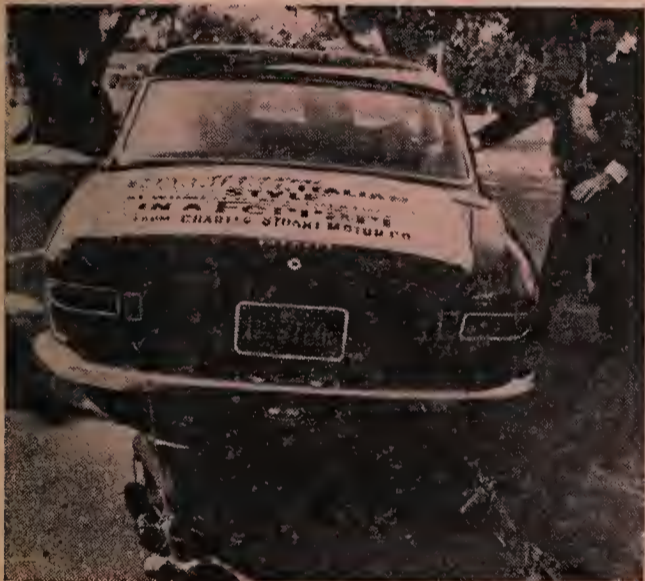
The Community Relations Department of the Motion Picture Association of America has prepared a special four-page "Special Applause" brochure on Universal's "The Guns of August," the explosive story on World War I based on Barbara W. Tuchman's Pulitzer Prize-winning and Book-of-the-Month Club best seller. Sixty thousand copies will be distributed nationally to educators, clergymen, community leaders, libraries, social workers, students and representatives of the mass media.

The "Applause" brochure in the form of a letter from Mrs. Margaret S. Twyman, Director of Community Relations of the MPA, is part of a series of promotional aids being developed on the picture which also include a study guide and a special library display poster.





THEIR NAME IN LIGHTS



FERRARI CAR



THE HAPPY COUPLE

**WOMETCO turns Cupid in**

*“Marriage Italian Style”*

It started out as a publicity stunt to promote Embassy's "Marriage, Italian Style," starring Sophia Loren and Marcello Mastroianni. The idea was to find a couple who would have a marriage, Italian style at the Parkway Theatre, Miami, Fla.

Jack Mitchell, exploitation man for Wometco Theatres, received several calls after Herb Kelly in his column in The Miami News broke the story; and from this list he selected Roger Kowarko, 24, of Buffalo, N. Y., and Miss Carol Guzzeta, 19, of Miami. Mitchell talked wedding plans over with them and as he got to know the couple better he realized this wasn't just a publicity-seeking pair. They were in love and sincere.

Rather than make a Roman circus out of the wedding, Mitchell decided it should be on a high plane. None of that having the vows said between shows to attract customers to the boxoffice. The marriage was performed on the theatre stage before invited friends in the theatre at noon on a Sunday by Justice of the Peace Ruth L. Sutton, of Coral Gables.

The 50 invited were chosen by the bride and groom. They received dignified wedding invitations. The brother of the bride was best man; her sister was matron of honor; her brother was ringbearer; and her 10-year-old sister was flower girl.

After the marriage, there was a reception, Italian style. It was held in the theatre's gallery lounge. Pizza and other Italian dishes were served and there were wines and champagne.

The newlyweds occupied the bridal suite in the McAllister and sailed the next day on the Bilu for an all-expense cruise to Nassau and Freeport. She is a Southern Bell long distance operator and he is a wrestler.

Pages of publicity including much photo art resulted in the cooperating newspaper; and record breaking business on the world premiere of the film at Wometco's Mayfair, Sunset, Parkway and Normandie Art Theatres can only be attributed to the extensive

and carefully-planned, well-thought-out campaign directed by Mitchell with the cooperation and assistance of managers Cecil Allen, Mary Lawrence, John Reed and Bill Blackman, and Bill Lavery, Surf.

The following things, all promoted, were furnished for the wedding: an organ from Phillpitt's Music Store played by Harry Gabriel, manager, Wometco's Town; music for the reception—accordion, violin and bass—real Italian style, songs, etc.; food catered by David Lynn, local caterers, Italian style, with a three-foot wedding cake; champagne from McKesson-Robbins, Miami; flowers for stage, bouquet for bride and attendants, also for flower girl and boutonnieres for ushers, groom, best man, etc.; the honeymoon for the couple—a seven-day cruise on the M/V Bilu, the same line that worked with Wometco on the radio contest; the honeymoon site

*(Continued on page EX-648)*



THE RECEPTION



## THE EXHIBITOR'S EXPLOITATION EFFORTS

KATHRYN RYLAND, manager, Schine's Bucyrus, Bucyrus, Ohio, has been concentrating on free radio contests for each attraction that she merchandises. For example, for Columbia's "Behold A Pale Horse," listeners were asked where the title of this picture originated. Winners were given guest tickets, and the first-prize winner received a battery-powered shaver which Kathryn promoted.

For the movie, RHINO, the contestant who submitted the most three-letter or more words from the word, "Rhinocerotidae," was given a dinner at a local restaurant and guest tickets to this attraction. The local restaurant did its part by advertising this contest with plenty of signs, and response was marvelous!

KENNETH PRENTISS, manager, Wantagh, Wantagh, Long Island, N. Y., recently held in connection with his showing of Paramount's "The Roustabout" with Elvis Presley, a live rock 'n' roll stage show of all local talent. The feature was heralded by 5,000 throw-outs distributed to all local merchants and high schools. The show was held on a Friday night so the kids wouldn't have to go to school the next day. Singing groups were "The Bon Bons," "The Themes," "Nick and the Nacks," and "The Discords." Bands were "The Notations," "The Cords," and "The Jaguars." The master of ceremonies was Don Richards. Prentiss says he doesn't know who enjoyed it more—those on the stage or those in the audience; but it was great. In a write-up in the local Levittown Tribune, Richards said, "Shows like this will cut juvenile delinquency. The kids went out of here feeling 10 feet tall. This gives them something constructive to do besides hanging around on street corners. It's so great that I think this will start a trend all over the country." Prentiss said that he'd had the idea for a talent show for a long time. "Now that it's worked out, we'll be planning another in one of our theatre chains."

ED LINDER, managing director, Mount Kisco, Mt. Kisco, N. Y., recently arranged with local merchants and banks to join in his celebration of the second anniversary of the theatre. They donated a total of 20 gift certificates which were given out at a drawing from the stage by the president of the Mt. Kisco Board of Trade. A 40x60 in the main lobby listed the names of those cooperating. Linder advises that a winner didn't have to be a patron. "Just walk into the lobby anytime when the theatre is in operation and obtain an entry blank from the cashier," he says, "Then drop it in the lobby." His local newspaper gave him a nice write-up on the stunt, which he says was a real help and a good will builder during a generally slow time of the year."

### "Autumn" in Boys' Life

The January issue of Boys' Life magazine devotes two pages to "Cheyenne Autumn," John Ford's all-star Warner Bros. motion picture.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



Hoopla was part of the gala festivities accompanying the recent premiere of Warners' "Cheyenne Autumn" at the RKO International 70 Theatre, Denver, which climaxed "Cheyenne Autumn Day" proclaimed by Colorado's Governor Love.

### Movie-Book Campaign

Embassy Pictures is launching a nationwide movie-book promotion coinciding with the American premiere of Joseph E. Levine's "Marriage Italian Style," starring Sophia Loren and Marcello Mastroianni.

The extensive campaign will be keyed to the publication, by Popular Library, of Arnold Hano's novelization of the romantic drama, and will encompass thousands of bookstores, newsstands, department stores and other retail book outlets around the country.

Point-of-sale promotional materials to be utilized in the "Marriage Italian Style" movie-book campaign will include posters, streamers and rack cards spotlighting local engagements of the motion picture. The paperback movie edition features scene stills and full credits for the Embassy Pictures release.

### "MARRIAGE ITALIAN STYLE"

(Continued from page EX-647)

for Sunday evening at the McAllister Hotel; Italian Ferrari cars to pick up members of the wedding party and bring them to the theatre; and then use after wedding and reception from Charles Stuart Motors; the Judge who officiated; and a wedding rehearsal the day before at 10 A.M. in the theatre.

The marriage was covered by television, WGBS radio, the Italian radio, and the University of Miami Hurricane.

On the wedding day, the couple's names were used on the marquee. The affair was a huge success and all traffic was stopped on busy Coral Way. Although the ceremony was for invited guests only, many people came to see the couple take off after the ceremony and reception—and then lined up at the boxoffice to buy tickets for the first matinee showing.

Response from local people was more than just favorable on the way the entire affair was handled—on such a high level. Mitchell credits the hard work and careful timing given all details by the cooperating managers, and others, with the fact that there were no slip-ups.

The "Marriage-Italian Style" was plugged by three Ferrari cars which were driven over the entire Greater Miami area with signs on each and tin cans, old shoes, etc. tied on the backs; radio station WGBS had a contest one week in advance offering a free cruise to the Bahamas for the winner of a Loren-Mastroianni picture naming contest with Wometco deriving \$2,000 worth of free radio spots; and a contest was run on the Italian language program of Radio Station WEDR giving 24 free spots to the theatres.

### HOW TO SELL "SCREAMINARS"

(Continued from page EX-645)

give him a small sign to wear around his neck, reading "Patron-protector" or "Special After-the-Show Guard."

Arrange for an ambulance to be stationed at the front of your theatre during show-break times, or, if possible, to stay through the whole of opening-day. Have a sign near the ambulance which reads "At the service of 'TWO ON A GUILLOTINE' patrons."

Rent a skeleton and seat the stark figure in the auditorium, preferably on an aisle near the center of the house. Arrange for green or blue lights to play on the skeleton for a few minutes before or after show-breaks. An usher can then arrive and "walk" the skeleton away.

Install a coffee-making device on a table in the lobby and set up a sign which offers "Free coffee to steady your nerves after seeing 'TWO ON A GUILLOTINE'."

Along the same lines, offer "free hair-dye if your hair turns white from fear," or "candles if you're afraid to go home in the dark," or "free cough-drops if you scream too much," or "free smelling-salts if you get faint from terror."

Using green baby-spots only, flood your lobby with eerie green light at show-break times.

Have the sign-shop make up a "chart" machine by mounting a glass-tube with rubber squeeze-bulb attached, on a section of cardboard ruled off with "degrees" or gag slogans such as "frigid," "icy," "deep freeze," "super-cold" and the like. Then, through a sign, have your patrons take a "chill" test on the "chill-chart." The tube can be filled with water infused with blue vegetable-color or blue ink.

The radio, television and newspaper outlets in your community offer good possibilities for tie-up contests related to "GUILLOTINE." Here are six good ideas for such contests. You can surely come up with several more:

- A. A contest for the first woman brave enough to sit in your theatre alone at midnight to witness a solo screening of "TWO ON A GUILLOTINE."
- B. A contest for the most frightening—or terrifying, or fearsome, or spine-tingling, and so on—experience ever endured by members of the public, or your patrons.
- C. A contest for the prettiest girl assistant to a magician.
- D. A contest for the man or woman heroic enough to sleep alone all night in a local cemetery.
- E. A contest for the first woman in town willing to dance on the stage of your theatre with a special skeleton direct from "TWO ON A GUILLOTINE" (the skeleton can be rented).
- F. A contest to find the first woman willing to be photographed wearing Conie Steven's "bodyless" blonde wig, direct from the picture (a wild, blonde wig can be rented or borrowed).

Also suggested are tieups with the International Brotherhood of Magicians; the use of fright masks; ghoulish gloves; fright insurance policies, etc.

### AIP—Dell Comic Books

American International Pictures has announced a three-picture comic book promotion tie-in with the Dell Publishing Company.

The AIR films are "Tomb Of Ligeia," "City In The Sea" and "Beach Blanket Bingo."



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1, 100-200 combinations. Can be used for **KENO \$3.50 per M. PREMIUM PRODUCTS**, 339 West 44th St., New York 36, N. Y.

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## PROMOTIONS

**THEATRE PROMOTIONS** mean the difference between "THE RED" and "THE BLACK." Suite 1112, 104 West 70th Street, N.Y.C. 23, N. Y.

## SPEAKER CONES

**DRIVE-IN SPEAKERS RECONED 90¢ EACH.** All weather resistant material. Write for free sample. **C & M RECONE COMPANY**, 18 E. Trenton Avenue, Morrisville, Pennsylvania.

## THEATRE FOR SALE

**BEAUTIFUL, 400-CAR DRIVE-IN theatre and 8-lane bowling alley.** Only alley and theatre in prosperous Southeast Kansas town. Established operation doing excellent business. A real opportunity. Priced right by absentee owners. **STEIN THEATRES, INC.**, Box 406, Parsons, Kansas.

## THEATRE SEATING

**COMPLETE SEATING SERVICE.** Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. **MASSEY SEATING COMPANY INC.**, 100 Taylor Street, Nashville 8, Tennessee.

## THEATRES WANTED

**WITHIN 150 miles of N.Y.C.** Prefer stage and parking. Lease or purchase. **PETER J. RES-TIVO**, 2842 Whaleneck Dr., Merrick, L. I., N. Y. 11566.

**WANTED TO LEASE OR BUY** indoor or outdoor theatre. **BOX 24, Dublin, N. C.**

## WINDOW CARDS

**WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B.** All colors. Other prices and sizes on request. **WINDEX DIVISION, E. A. Underwood Printing Co.**, 533 N. 11th St., Phila. 23, Pa.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

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\*A {WO}MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**QUALIFIED, RELIABLE** Projectionist, 17 years experience, sober, now employed. Can't get by on \$45 week. Married, 3 children. Looking for year-round employment. **RILEY L. ESTRADA**, PO Box 267, Aspermont, Texas. (120)

**POSITION WANTED** as assistant or manager. Experienced. 35 years old, non-drinker. Prefer west coast or intermountain area. Familiar office to booth and exploitation. **BOX A113, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**MANAGER WANTED:** For new shopping center theatre, New Haven, Bridgeport, Conn. area. Experienced advertising, promotion. References required. Excellent opportunity with expanding company. **BOX B113, c/o M. P. EXHIBITOR**, 317, N. Broad St., Phila., Pa. 19107.

**MANAGERIAL AND FOOD** experience. Will manage individual or divisional, any theatre or chain. Will relocate if the price is right. **BOX C113, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**WANTED: MANAGER** for deluxe first run drive-in, Lancaster, Penna. Must be experienced. Salary commensurate with experience and ability. Write to **MR. GARFINKLE**, King Theatre, Lancaster, Pa., or call 717-394-2636 collect. (113)

**I AM LOOKING** for work as a projectionist. I have many years of experience in drive-ins and walled theatres. Steady and reliable. **LEO RYAN**, BOX W., Newton, Conn. (1230)

**POSITION WANTED:** Capable young man seeks challenging, creative/imaginative position as executive assistant in advertising, promotional capacity for film distributor, theatre chain. Interesting/diversified background. **BOX A1230, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**MANAGER.** Experienced drive-in or hard top. Ambitious and progressive. Strong promotions, advertising, exploitation. Concessions and inventories, etc. Seeking year-round permanent situation. Now working. Would relocate. References. **BOX A120, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**WANTED: HOUSE MANAGER** for new Northeast Philadelphia theatre. State age, experience, salary desired in first letter. **BOX B120, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**PROJECTIONIST**, 20 years experience all equipment. Film laboratory technician, all mm. film. Can do booking, buying and managing. With the right party only. Live New York City. **BOX C120, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**WANTED! Manager** for conventional theatre located in Connecticut. Independent circuit operation. Give background and qualifications. **BOX E120, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**AVAILABLE FEBRUARY.** Seasoned live wire idea indoor-outdoor-home office showman, supervisor. Excellent advertising-exploitation. Part or full time or free lance assignments. Results. Recruit. Train. **BOX D120, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**PROJECTIONIST:** Experienced, reliable. Non-union. Employed part-time small theatre. Seeking full-time employment. Go anywhere—right offer. Prefer Florida or New York. High school graduate, 19. Contact **BARRY R. MAC FARLANE**, 335 Carolina Ave., St. Cloud, Fla. 32769. (120)

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